

• THE REVIEW OF REVIEWS •

Edited by Albert Shaw

CONTENTS

FOR FEBRUARY, 1931

In This Issue

IT WOULD be absurd for America to cancel her war debts, but if foreign countries cannot keep up payments, our government might consent to a postponement. Page 33.

IN THE SAME week an outstanding American was both bitterly denounced and highly praised. What is the man's true record? Page 42.

YOU WOULD NOT expect a large corporation to hire scientists, tell them to go out to the farthest edge of today's science, and jump off on the chance that they might find something there. But it pays. Page 46.

FOUR HUNDRED and twenty-two American cities have found a simple way of banishing the graft, corruption, and politics from which New York and Chicago are suffering. Page 52.

ADOLF HITLER, firebrand of Germany, was thought lucky when he jumped his parliamentary representation from 12 to 107 in the election last fall. But if another election were held tomorrow, he would raise that number to 200. Why? Page 54.

SOME ULTRA-VIOLET rays are good for you, and some are bad. Now a thirty-year-old professor has found a way to put the good ones into food, and keep the others out. Page 58.

HOW MANY radio sets are there in Russia? In how many languages do the Soviets have to broadcast to reach their people? And how much do you think they spend on a single Moscow broadcasting station? Page 59.

IF YOU HAVE only \$100 to invest, but would like to diversify that investment among the common stocks of the largest corporations, as the big investor does, you can now do it. Page 76.

IF ON THE other hand you have \$400 to spend on yourself, you can afford a vacation in England that is as pleasant as it is comfortable. Page 88.

Departments

THE WORLD OF BOOKS . . .	6
FINANCE	76
INDUSTRY	84
TRAVEL	88
EDUCATION	92

The Progress of the World

Statistics Reveal Progress, 30 . . . Science Opens New Vistas, 30 . . . Struggling Out of the War Abyss, 31 . . . France Will Exhibit Colonial Work, 32 . . . Again the Debts at Washington, 33 . . . Shaping Our Railroad System, 33 . . . Uncle Sam Sells Out the Merchant Marine, 34 . . . The Senate and the Power Board, 35 . . . Bad Judges and Corrupt Politics, 36.

Special Features

OWEN D. YOUNG AS A PUBLIC SERVANT	The Editor	42
SCIENTIFIC RESEARCH AT SCHENECTADY	Herbert Brucker	46
WE LEARN TO MANAGE CITIES	Richard S. Childs	52
GERMANY IN UPHEAVAL	Frank H. Simonds	54
PUTTING VITAMINS INTO FOOD	Chester Morton	57
RADIO IN RUSSIA	Roger Shaw	59
THE FIXED INVESTMENT TRUST	Howard Florence	76
MODERNIZING THE OFFICE		84
MERRIE ENGLAND TODAY	Katherine Palmer	88
THE HUTCHINS FAMILY IN EDUCATION		92
Our Authors		4
History in the Making		37
Cartoons of the Month		39

Leading Articles of the Month

ENGLAND CONSIDERS CAPITAL PUNISHMENT . "Manchester Guardian Weekly"	60
RECOGNIZING RUSSIA Paul D. Cravath in "Foreign Affairs"	61
SALVATION BY INTUITION Katherine F. Gerould in the "Yale Review"	62
FRANCE EXHIBITS HER COLONIES . . A. Laurence in "La Revue Mondiale," Paris	62
WHAT AFRICA IS Grace Flandrau in the "Contemporary Review"	63
REICHSWEHR AND RED ARMY . . F. Eccard in "Revue des Deux Mondes," Paris	64
RUSSIA'S WHEAT AND UNCLE SAM, C. F. Marbut in the "Geographical Review"	65

What Makes a College? from the "Journal of Higher Education," 66 . . . The New Renaissance, from the "Adelphi," London, 66 . . . Indians, from the "Wisconsin Magazine of History," 67 . . . A German Visits America, from the "National Municipal Review," 67 . . . An Hour with Erich Remarque, from "Les Nouvelles Littéraires," Paris, 67 . . . Hard-Boiled Marriage, from "The Woman's Journal," 68 . . . A Business Prophecy, from "Machinery," 68 . . . That Southern Languor, from the "Virginia Quarterly Review," 68 . . . Plover in Pictures, from "Natural History," 74 . . . The Struggle for Existence, from the "Scientific Monthly," 74 . . . A Remedy for Unemployment? from "Sales Management," 74.

Vol. LXXXIII No. 2

TERMS:—Monthly, 25 cents a number, \$3.00 a year, two years \$5.00. Entered at New York Post Office as second-class matter under Act of March 3, 1879. The REVIEW OF REVIEWS is on file in public libraries everywhere, and is indexed in the Reader's Guide to Periodical Literature.

COPYRIGHT 1931 BY

THE REVIEW OF REVIEWS CORPORATION, 55 Fifth Avenue, New York City

ALBERT SHAW, President; ALBERT SHAW, JR., Secretary and Treasurer

PRINTED IN THE UNITED STATES OF AMERICA

a NEW KIND of DICTIONARY

—with FIVE FEATURES
of Speedier Reference

HERE, at last, is an end to the "detour dictionary" with its cross-reference definitions. At a glance you can now get a simple yet complete definition — given in words of common usage that do not require further definition themselves!

- 1 LARGE TYPE**
Reference words in unusually bold type—two lines high. No searching. No eye-strain.
- 2 SINGLE REFERENCE**
Each definition complete in itself—in simple language—no cross reference.
- 3 MODERN USAGE FIRST**
The present meaning that you are usually seeking is given FIRST.
- 4 PATENTED THUMB INDEX**
Leads you easily to page you want.
- 5 3000 ILLUSTRATIONS**
Full-page color plates and text illustrations average two to each page. Save time when ever pictures can tell a clearer story than words alone.

But this is only one of the FIVE features listed in the left-hand column which make The WINSTON SIMPLIFIED the perfect modern reference book for busy people—in home, office and school. What would it mean to you to have a dictionary that printed your reference word in bold, legible type two lines high—contained the up-to-date new expressions in the language—profusely illustrated with an average of two pictures to every single page! Accurate and scholarly, edited by Henry Seidel Canby, Ph.D., Wm. D. Lewis, A. M. Pd.D., Litt.D.; and Thos. K. Brown, Jr., Ph.D.

Your bookseller will gladly show you

The WINSTON Simplified DICTIONARY (Encyclopedic Edition)

Or you may mail coupon below, without money. So confident are we that you will be delighted, we will send it on five days' free examination to responsible people sincerely interested. Mail coupon below.

1500 pages
3000
illustrations
Size 6 3/4 x 8 1/2

Price
\$5

The
JOHN C.
WINSTON
CO.

22 Winston
Building,
Philadelphia

Please send me, all charges prepaid, the thin paper Art-lraft Edition (100,000 definitions, 1,500 pages, 3,000 illustrations) of the new Encyclopedic WINSTON SIMPLIFIED DICTIONARY. I will either return it within 5 days at your expense or remit \$5.00.

Name.....

Address.....

City..... State.....

(Check here if you prefer: ☐ Persian Morocco Edition (black) gold edges, \$7.50. ☐ Red Turkey Morocco Edition, gold edges, \$10.00.)
Orders taken from outside U.S. should be accompanied by remittance in full.

Our Authors

RICHARD S. CHILDS, author of "We Learn to Manage Cities," is the only new contributor this month. Mr. Childs declares that he got his first inspiration for civics from the Editor's book on "Municipal Government in Great Britain," which he read in about 1900 when a high school boy. Subsequently—in 1909—he propounded the short ballot principle, and his idea that our democracy must be radically simplified to facilitate effective popular participation has been accepted as basic in American reform ever since. Mr. Childs' sponsorship of the short ballot and city manager plan led to his becoming president of the National Municipal League and of the Proportional Representation League, and treasurer of the Institute of Public Administration.

Mr. Childs was born in Manchester, Connecticut, and was graduated from Yale in 1904. He is an officer of the American Cyanamid Company, and president of the City Club of New York.

IN APRIL of last year we published an article, "The White Continent Emerges," based on explorations in Antarctica like those of Byrd and Wilkins, and on the stories of previous discoverers. With it was a map, on which were indicated the relatively small and isolated areas on the huge continent which were known to man. At that time we neglected to say that the position of these known areas was based on a map of the American Geographical Society of New York (Bathymetric map of the Antarctic, 1:20,000,000, in special publication No. 11, 1930). W. L. G. Joerg, in charge of polar research for the society, recently called our attention to this omission, and we are glad now to extend acknowledgments long overdue.

RAISING A FAMILY on \$1800 a year was the subject of one of last month's leading articles, selected from the December Forum. Its publication in our pages brought this letter from the superintendent of schools in Ashley, Illinois:

"Perhaps if we did not know of so many families who are being raised on so much less, we should simply smile approvingly at the wonderful accomplishment of an American who could display such economic common sense as to raise a family on \$1800 a year. . . .

"If I were living in another country, and should read the American periodicals I should take the mistaken idea that the very poorest American had in the neighborhood of fifteen to eighteen hundred dollars a year to spend. Since my family have lived in a rural community, a small village, a decent-sized town, and in America's largest city, we are assured that it is not at all an unfathomable mystery to live on far less. . . . Without neglecting food selection, care of health, an education we are not ashamed of, the bringing into the world of a family, and keeping all bills promptly paid, it is possible to keep a comfortable, decent, and progressive home."

HALLIE HAMILTON.

Secret Crimes of Washington, D. C. Exposed!

Why did Washington officials "cover up" on the murder of Virginia McPherson?

Why has the slayer of Mary Baker never been caught?

Why are murderers rarely punished in Washington?

Why is Washington's Homicide Squad called the "Suicide Squad"?

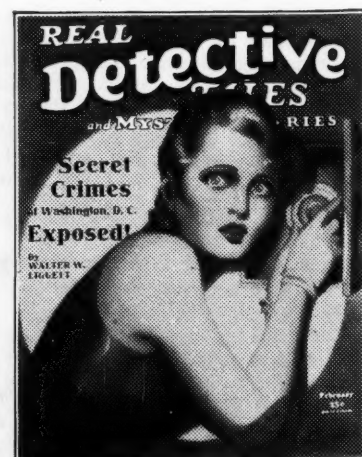
Read the answers in the most daring exposé ever published about the Nation's Capital.

● Walter W. Liggett, Special Investigator and former Editor of Plain Talk, blows the lid off and tells all the inside facts about hidden crime and corruption in Washington, D. C. "At least 1,000 speakeasies are operating in all parts of Washington," says Liggett in this sensational article, "many of them near the Prohibition Unit headquarters, while fully 4,000 individual bootleggers supply the hip-pocket trade, boldly delivering booze in the Congressional office buildings and in the Capitol itself. The House Committee has been given addresses of 386 gambling dives. Not less than 150 bawdy houses run in Washington, some of them within less than three blocks of the Capitol. The police force is probably the most corrupt and inefficient in the world."

If you want to know what is going on under cover in Washington today, don't miss this article, with its astounding facts, hitherto unpublished. Read it in the February

REAL DETECTIVE TALES
Now on Sale Everywhere. 25c a Copy

Look for This Cover



On Display at All News-stands

PEOPLE not Geography .. DETERMINE MARKETS!

2 MARKET FACTS every Manufacturer should ponder!

1 There are more people within 25 miles of Los Angeles than within 100 miles of the second largest Pacific Coast city—

58% of all people in California and 37% of all in the Pacific Coast states are within a few hours' truck haul of Los Angeles—

Nearly 2/3 of the past ten year's population increase on the entire Pacific Coast was in this area!

2 The per capita buying power (\$1,351) of Los Angeles is the *second highest* in the United States and the *highest* on the Pacific Coast.

These are definite facts which cannot be overlooked by the manufacturer who wishes to locate on the Pacific Coast. We invite the opportunity of presenting the indisputable facts of Los Angeles County's manufacturing and distribution leadership.

THE geographical center of the United States has little significance to the manufacturer who wishes to reach the dense national markets economically. *People plus buying power* make profitable markets. That is why Los Angeles County is 8th in manufacturing, nationally, easily leading on the Pacific Coast, and why 150 important Eastern manufacturers have located here within recent years!



Industrial LOS ANGELES

Address Industrial Dept., Los Angeles Chamber of Commerce
Los Angeles, California

County

THE WORLD OF BOOKS

By WILLIAM B. SHAW

Trying to See Life as a Whole

A FEW YEARS AGO thousands of men and women throughout the English-speaking countries were eagerly reading "The Outline of History," by H. G. Wells. The popular success of that work has been ascribed to various factors, but in one feature at least it stood out from other historical compendiums: The author held to his conception of the human story as a unit, rather than a disjointed series of national or tribal histories. The effort to write around such an idea was in itself a novelty to most, and people rose to it. Mr. Wells made the book readable and attractive by bringing to bear the accumulated results of researches made by others.

Turning to the broader study of life in this universe—its processes and meaning—Mr. Wells discovered the need of a book that should do for biology what "The Outline" tried to do for human history. The work was initiated several years ago, Prof. Julian S. Huxley, grandson of the great protagonist of evolution, and Mr. George Philip Wells, "the senior partner's son," joining to form a trinity of authorship. The result of the joint efforts of this notable trio appears in a two-volume edition of *The Science of Life*. In the introduction the authors define their purpose as an attempt "to describe life, of which the reader is a part, to tell what is surely known about it, and discuss what is suggested about it, and to draw just as much practical wisdom as possible from the account."

It appears that Mr. Wells, senior, took the lead in organizing the work. Professor Huxley, who is known as the author of "Essays of a Biologist" and "The Stream of Life," and more recently of "Africa View," and Mr. G. P. Wells, of Trinity College, Cambridge, are equally responsible with him as co-authors, and all three have read and worked upon one another's contributions. The introduction continues:

"This book is written with a strenuous effort to be clear, complete, and correct; each member of the trinity has been closely watched by his two associates with these qualities in view. But they cannot escape from their common preconceptions. The reader of this book will not have made the best use of it, unless, instead of accepting its judgments, he uses them to form his own."

The work begins with a description of the human body and its life processes; then comes a view of other forms of life,



THE MAN WHO STARTED IT ALL

Low's caricature of H. G. Wells, originator and "senior partner" in the authorship of "The Science of Life."

followed by a discussion of evolution and development occupying more than 40 per cent. of the first volume.

In the second volume the authors are ready to present Modern Man, *Homo sapiens*. They give one section to health and disease, another to behavior, and a third to biology of the human race. It is hard so say, however, whether the chapters devoted to man and his ways have a greater inherent interest than those concerned with the brute and vegetable divisions of creation. All are replete with wise and illuminating observations of life in its manifold aspects.

As the reader proceeds from chapter to chapter he is more and more impressed by the very audacity of the project that the authors set before themselves at the beginning of their labors and steadfastly kept in view to the end. No false modesty nor hint of an inferiority complex there! Now and again specialists who may have mastered each a small segment in the vast field of modern science will arise to point out some inadequacy of treatment in a work of 1500 pages attempting to tell what is

known today about life in general and particular; but the chances are that the specialists are as truly in need of the broad outlook on the universe as the rest of us are. Let us throw no stones at the men who are making it possible for poor *Homo sapiens*, with all his limitations, to aspire to such an outlook. Such works as "The Outline of History" and "The Science of Life" unlock a new intellectual world for many minds. Books about particular phases of existence already crowd library shelves, but the great public cannot profit from them directly. They are too learned, too technical, and far too numerous. Let us be humbly thankful that three Englishmen have had the courage to blaze a path through the pretentious lore of science which even the untutored "man in the street" may follow with advantage to himself and to his kind.

Whoever reads the Wells-Huxley story of man's progress and adventures through the ages, based on the evidences supplied by geology, will be glad to have the viewpoints of other scholars working with the same materials. It happens that Prof. Kirtley F. Mather of Harvard has recently written *Sons of the Earth: the Geologist's View of History*. This book is a popular presentation of what has been learned from fossils and rock strata about the successive stages of human existence. Perhaps we do not usually think of geology as a human science. Professor Mather makes us wonder how we could think of it as anything else.

The reader's desire to explore still farther the fields of new knowledge disclosed by the "Science of Life" may be partially gratified by such a book as *The Biological Basis of Human Nature*, in which Professor H. S. Jennings of Johns Hopkins University interprets from the viewpoint of biology the effects of heredity on human beings. Among the topics discussed by this eminent authority are "The Relative Importance of Heredity and Environment," "The Biological Basis of Marriage and the Family," "Race Mixture and Its Consequences," and "Environment and the Future of the Race."

Another student of man's ups and downs in the world is Charles Duff, who has written *This Human Nature: a History, a Commentary, an Exposition*. Mr. Duff has found in the records of the race very little evidence of saintliness and a great deal that bears out Kipling's con-

To a Five Thousand Dollar Man who would like to be making \$10,000



MEN who are satisfied with routine salary raises will not be interested in this advertisement. There are many sources from which they can get the sort of training that will satisfy their modest ambitions.

Men, on the other hand, who are interested in doubling their earnings will find in this page much food for thought—and for action.

The training of the Alexander Hamilton Institute was designed for men who feel instinctively that their proper place is among those who *pay* wages instead of receive them—whose biggest earnings come out of the *profits* of the businesses in which they are engaged. Its mission is to fit them for these more profitable positions in a *shorter* time. And the results of its training are measured not in slowly rising salaries, but in incomes doubled and tripled in a few years.

Heads of businesses all over the country are sympathetic with the Institute's work, because it helps to develop the executives they so sorely need. Here are just a few of the cases of increased income that our subscribers have told us about in the last few months. Their names are all on file at Institute headquarters:

SUBSCRIBER A.

Was Works Engineer at \$4,200.
Now Vice-President and General Manager at \$18,000.

SUBSCRIBER B.

Was Manager at \$3,600.
Now Regional Manager at \$15,000.

SUBSCRIBER C.

Was Production Manager at \$4,800.
Now President at \$21,600.

SUBSCRIBER D.

Was Production Manager at \$2,400.
Now General Manager at \$8,400.

SUBSCRIBER E.

Was Business Manager at \$2,400.
Now General Manager at \$20,000.

Here's further proof that this training pays

Some of the presidents of corporations who are enrolled are William Wrigley, Jr., President, The William Wrigley Jr. Company (Wrigley's Gum); Thomas H. Beck, President, P. F. Collier & Son Company; Francis A. Countway, President, Lever Brothers Company (Manufacturers of Lux and Lifebuoy Soap); Edwin A. Fuller, President, Fuller Construction Company; Roy Howard, Chairman of the Board, Scripps-Howard Newspapers; Charles E. Hires, President, Hires Root Beer Company.

The judgment of such men is an argument stronger than anything we could write.

Are you in business for your health?

Money isn't everything. But we will all admit that income is after all a pretty accurate measure of success in business.

There is many a man of real ability who is kidding himself into contentment with his progress simply because he is making more money than some of his friends. He is satis-

fied with a five or ten thousand dollar salary when with a little added *knowledge* he could easily be making ten or twenty thousand.

Superior knowledge is behind every business success. And the absurd part of it is that you have to know only a *little* bit more than your competitor to make a *lot* more money.

How to get the facts

Where can you get this extra knowledge that can make such a tremendous difference in your business life? We invite you to send for a book that tells where, and how. It is a book of facts—facts about the Institute's training. It is called "What an Executive Should Know."

This book costs nothing because it is worth only what you *make* it worth. It is a book that should be read by every man who expects to win a secure place for himself in the next five years.

Will you send for it? The coupon below will bring it to your desk.

To the Alexander Hamilton Institute, 413
Astor Place, New York City. (In Canada
address Alexander Hamilton Institute, Ltd.,
C. P. R. Building, Toronto.)

Send me "What an Executive Should Know,"
which I may keep without charge.

NAME.....

BUSINESS.....

ADDRESS.....

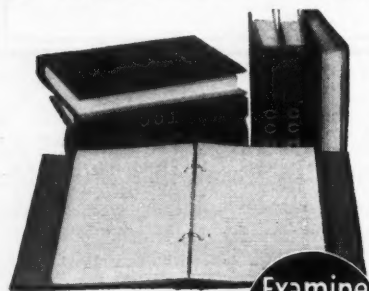
.....

BUSINESS.....

POSITION.....

ALEXANDER HAMILTON INSTITUTE

a KEY to the LAW for Business Men



Examine
FREE!

THIS 2-Minute Index Service tells you—in story form—exactly what you ought to know about the law pertaining to your business! It is an education in a nutshell; and invaluable when you want legal information in a hurry. It cannot displace the need for an attorney, but it will save you time, money, and worry! And the price? It is now only \$1.50 after five days

FREE Examination

and then \$2 a month until \$19.50 has been paid! This is less than one-third the former cost; and one year's monthly loose leaf service will be included at no extra charge.

This loose leaf service, known as the Story-Case Business Law, is thrillingly interesting! It must be seen and examined before one can appreciate its continuous value to him.

Thousands have already said, "This is what I have always wanted". They like the opportunity it gives them to take a 2-Minute look at the law before making a business agreement of any sort. They like this simple business-like explanations of every legal point. You too should consider what this indexed information may be worth to YOU. It may save you thousands of dollars, much valuable time, and many hours of worry.

So mail the coupon below without money. Pay nothing until you have examined this loose leaf key to business law for 5 full days. Send it back at our expense if you do not think it worth ten times the unbelievably low price.

Mail This Coupon

No Obligation

Commerce Clearing House, Inc.,
205 W. Monroe St., Dept. 12 Chicago, Ill.

Please send me prepaid and without obligation for free examination the loose leaf STORY-CASE BUSINESS LAW. At the end of 5 days, I will return it express collect if I do not want it. If I decide to keep it, I will remit \$1.50 within 5 days and then \$2 a month for 9 months, total \$19.50, and you agree to give me one year's monthly loose leaf service at no extra cost.

Name _____

Address _____

City _____

State _____

The World of Books

tention about the Colonel's lady and Judy O'Grady. Whether there is any legitimate hope for improvement in human nature seems to Mr. Duff a toss-up, but he is inclined to give mankind the benefit of the doubt and to look for some slight change for the better. His book is bright and racy and in no wise reticent regarding our own shortcomings or those of our fathers.

The very fact that the American Indian as a race is dwindling should stimulate our interest in the tribes that are virile and growing. Among them the Navajos of Arizona and New Mexico are most noteworthy. Most of what had been written and published about these Indians had grown out of date with the passage of the years and *The Navajo Indians*, by Dane Coolidge and Mary Roberts Coolidge, is a welcome addition to the literature on the subject. This book is the more vital because through it the Navajos speak for themselves. Mr. and Mrs. Coolidge long since established friendly contacts with individuals of the tribe who have made known a mass of Navajo legend and mythology. The authors are thus enabled to give an excellent exposition of the tribal customs and their historical background. In the past sixty years the tribe has increased almost six-fold.

A Latter-Day Pepys in America

IT IS HARD to believe that so genial a personality as the late Clarence W. Barron, of the *Wall Street Journal*, could have carried about such quantities of high explosives as the new book *They Told Barron* shows that he did. Here are indeed the "conversations and revelations of an American Pepys in Wall Street" promised by the sub-title. Almost every page contains some statement that would have been sensational if published at the time it was written. Mr. Barron's early training as a court reporter seems to have been responsible for the voluminous short-hand notes that he took, with a view to use in preparing his autobiography. Most of the kings of modern finance spoke their thoughts to Barron at one time or another, sometimes emphatically and rather voluminously. Shortly after the interview was ended, in almost every instance, the substance of it was in the form of stenographic notes, to be later transcribed on the typewriter.

"C. W. B." was first of all a financial reporter, regarded in his day as one of the best in the business. Some of the things that "they told Barron" were enough to make the flesh creep. Yet the faithful reporter never flinched, never betrayed a personal animus. He knew that some of the statements thus made were false, but he preserved them "to check the accuracy of the informant." So his notes became a graphic record of what men behind the scenes in business

and politics were saying for ten years after the World War—a period of unique meaning in our history.

The editors of the Barron notes, Arthur Pound and Samuel Taylor Moore, have grouped the material under chapter heads, instead of keeping a strict chronological arrangement. Mr. Barron had a wide range of acquaintance, by no means confined to Wall Street, as the following quotations indicate.

After the war Mr. Carl P. Dennett, then representing the American Red Cross, said:

"When we opened negotiations for an agreement in regard to prisoners the American forces had no German prisoners. I noted to Gen. Pershing's staff the desirability of having some prisoners and the boys took 2000 in thirty days and never stopped taking them until there were 44,000. The maximum number held by the Germans was 3602 the night before the armistice."

Part of a conversation with Henry Ford in November, 1923, is thus reported by Mr. Barron:

"Talking about the price of the car, I said the Ford car and West Virginia coal were the only two things I knew that were now cheaper than before the war.

"He said, 'Yes, the Ford car is selling at half its pre-war price.'

"I said, 'Oh, no, I'll bet you a hat on that.'

"He replied, 'Oh, yes, money is only worth sixty per cent. of what it was before the war.'

"I rejoined: 'That is according to what you take as the standard of value. You can take the Ford car as well as the dollar and say the Ford car buys fewer dollars and therefore the Ford car is higher.'

"Among other things, Ford said they were now building steamers for the lakes that would pay for themselves in a year and a half.

"Ford impressed me as having a more kindly smile and spirit than I had expected or than had been shown in his pictures."

George H. Lorimer of the *Saturday Evening Post* (Philadelphia), said to Barron in 1924:

"Serials now run in magazines not longer than six months, and the best writers get as high as \$60,000 for a six-part serial novel.

"I read about 500,000 words of manuscript every week. About half of it gets into the *Saturday Evening Post*, every word of which I read. Not all of the half rejected is lost. We write letters returning the hopeful manuscript and making suggestions as to how it can be made available. We do not wait for the post office to bring us our articles. We have men out all the time interviewing authors and getting lines on their work, and we plan the backbone of the *Post*. We choose many of the subjects and assign them to the men best fitted to develop them. We are always trying to bring forward young writers and make them."

Eugene
O'NeillAlice Roosevelt
LongworthEdwin Arlington
RobinsonGamaliel
BradfordRichard
Burton

This Famous Board of Editors Selects for You 2 Books Each Month

One of The Best New Books-AND-One of the Greatest Classics

Here's the perfect book club plan! Think of receiving one of the best new books each month AND ALSO one of the greatest of the famous classic novels—TWO books each month, the best of the new and the best of the old—both selected by a distinguished Board of Editors and both supplied in the handsome library cloth binding designed exclusively for Book League members. This is the Book League's Balanced Reading Plan which doubles the entertainment and cultural value of your reading and enables you to build up a balanced library containing the cream of the world's literature both new and old.

THE BOOK LEAGUE OF AMERICA

Supplies These Two Books Each Month at 1/3 of the Usual Cost!
The Biggest Buy in the Book World Today

The Book League Plan has six main features which combine to give you the best and most for your money:
¶ 1. A Distinguished Editorial Board to select the best books for you. ¶ 2. A Balanced Reading Plan giving you the cream of the world's literature, both new and old. ¶ 3. One of the Best NEW Books each month in a handsome library cloth edition exclusively for members. ¶ 4. A Famous Classic selected each month and prepared in a handsome cloth edition for League members only. ¶ 5. Extraordinary Savings giving League members their books at one-third of their usual cost. ¶ 6. The Book League Monthly—devoted to books and authors, sent free each month.

The rapidly growing number of Book League members testifies that the League plan is best and the League values greatest. We want to prove that fact to you before you assume any cost whatever. Without any risk or obligation you may

Judge for Yourself Get the Two Current Books for **FREE EXAMINATION**

Without paying a cent, you may enter your subscription and receive for free examination the two February selections. The new book is **FESTIVAL** by **Struthers Burt**, author of "The Interpreter's House". It is a brilliant novel of American society by one of our pre-eminent authors—the dramatic story of a man and two women who face the personal and emotional problems of modern American society, and try to find happiness, each in his own way.

The famous classic for February is **George Eliot's ADAM BEDE**—a passionate drama of real life in nineteenth century England—an immortal romance that has held its place for seventy years as one of the greatest revelations of the human heart in its follies and frailties and nobilities.

These books are representative of the two splendid selections which will be sent you, as a regular subscriber, each month. If you are not delighted with these books, you may return them, cancel your subscription, and owe nothing. This is your opportunity to become familiar with the service of The Book League—the club which gives you the best and most for your money.

Send No Money

Simply sign and mail the coupon below. We will send you the two current books. Within one week you may return them and owe nothing. Otherwise keep them and you will be a regular member of the Book League for twelve months, receiving the two League selections each month and all other membership privileges. You then will make a first payment of \$3.00 and six monthly payments thereafter of \$3.00—a total of only \$21.00 for 24 splendid library volumes and the full service of the League.

Mail This Coupon

THE BOOK LEAGUE OF AMERICA,
Dept. 169, 100 Fifth Avenue, New York, N. Y.

Enroll me as a member of the League for twelve months and send me the two February selections. Within one week I may return the books, you will cancel my subscription, and I will owe nothing. Otherwise I will remit \$3.00 a month for seven months—\$21.00 in all, and I will receive the two League selections each month for twelve months and all other membership privileges.

Name.....

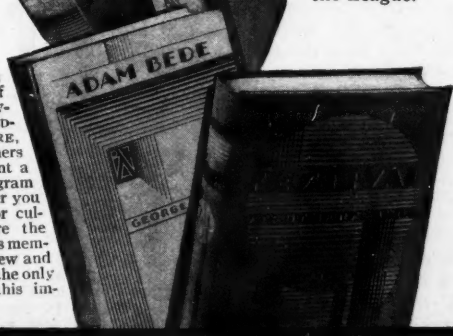
Address.....

City..... State.....

All
League
Books Are
Artistically
Bound in
Cloth
and
Specially
Designed by
Frank Peers

The Book
League of
America Is
the Only Book
Club That
Gives You a
Balanced
Reading
Program

Those great classic novels that have stood the test of time—the works of HAWTHORNE, TOLSTOY, FIELDING, MELVILLE, VOLTAIRE, BALZAC, and a host of others—have just as important a part in your reading program as the new books, whether you read for entertainment or culture or both. Therefore the Book League selects for its members both the best of the new and the best of the old. It is the only book club which meets this important requirement.



Writing

a source of income that many people neglect

MANY people who *should* be writing never even try it because they just can't picture themselves making "big money." They are so awe-struck by the fabulous stories about millionaire authors that they overlook the fact that \$25, \$50 and \$100 or more can often be earned for material that takes little time to write—stories, articles on home or business management, sports, travels, recipes, etc.—things that can be easily and naturally written, in spare time.

Mrs. Cherry Bomer Smith, 2315 Cherry St., Vicksburg, Miss., is but one of many men and women trained by the Newspaper Institute of America to make their gift for writing pay prompt dividends. She writes:



"I have enjoyed the course very much indeed and wish to report that I just sold a feature article for \$40.00 to the Hearst Newspapers Sunday Supplement—the American Weekly Magazine."

Another of our student members who tried is Arthur S. Pettit, 3684 So. Burlington Ave., Los Angeles, Cal. He writes:

"I have written several articles for health publications that have been accepted. I am now engaged in the preparation of some articles on church music and on business. Again I want to assure you that I am well satisfied that I decided to learn to write by your copy-desk method."



**You, too, can learn to write!
How? By WRITING!**

The Newspaper Institute of America offers an intimate course in practical writing—a course as free from academic "isms" and "ologies" as a newspaper office—a course as *modern* as the latest edition of this morning's paper.

Week by week, you receive actual assignments—just as if you were right at work on a great metropolitan daily. Your writing is *individually* corrected and constructively criticized. A group of men with 182 years of newspaper experience behind them are responsible for this instruction. Under such sympathetic guidance, you will find that (instead of vainly trying to copy some one else's writing tricks) you are rapidly developing your own distinctive, self-flavored style. You are learning to write by writing—acquiring the same experience to which nearly all well-known writers of short-stories, novels, magazine articles, etc., attribute their success.

How you start

To insure prospective student-members against wasting their time and money, we have prepared a unique Writing Aptitude Test. This tells you whether you possess the fundamental qualities necessary to successful writing—acute observation, dramatic instinct, creative imagination, etc. You'll enjoy this test. Newspaper Institute of America, 1776 Broadway, New York.

Newspaper Institute of America
1776 Broadway, New York

Send me your free *Writing Aptitude Test* and further information on writing for profit, as promised in Review of Reviews—February.

Mr. _____
Mrs. _____
Miss. _____
Address _____

(All correspondence confidential. No salesmen will call on you.) 63B261

Why don't you write?

World of Books

Sidelights on the World War

THE WORLD WAR, in its original form, reduced to the simplest terms, was a struggle between Czarist Russia and Austria-Hungary for the hegemony of the Balkans. Austria-Hungary won—for the short space of nine months. Then came the deluge.

Russia merely changed her form of government and lost a few outlying provinces. But Austria-Hungary, completely disintegrating, disappeared from the map. Her territory was apportioned seven ways, leaving the Viennese head practically without a body. The imperial Hapsburgs took unto themselves wings.

All this is masterfully dealt with by Colonel Glaise-Horstenau, in his *Col-lapse of the Austro-Hungarian Empire*. The book opens with the death of old Kaiser Franz Joseph in November, 1916, and closes with the supreme disasters of November, 1918. Of great interest is the Colonel's account of the final Italian victory at Vittoria Veneto, believed by some to have been a deciding factor in the war. Says he: "The standards of the imperial army finally sank to the ground from hands that had become too weary and too nervous to uphold them any longer. . . . The Italians had at last gained the victory over an army dis-owned by its native land and of which only every eighth or ninth man was willing to fight. Nevertheless the Italians advanced very cautiously. . . ."

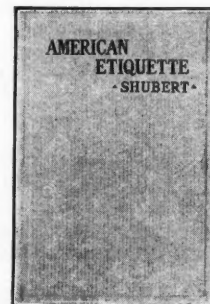
Some troops—notably the *kaiserjaeger* and *kaiserschuetzen* formations—had given a good account of themselves.

Finally, only German-Bohemia and Moravia adhered loyally to the central government at Vienna; and these unhappy districts were forced into the new Czechoslovakia. Other fragments went to Poland, Yugoslavia, Rumania, Italy, and Hungary. Vorarlburg demanded union with Switzerland. Economic distress, heightened by racial jealousies, had undermined the polyglot Tower of Babel despite the defeat of its Russian adversary.

Second only to the seventeenth-century buccaneers were the daring U-boat and English E-boat crews of the World War. The saga of the U-boats has been frequently sung, and now appears the strange tale of their British counterparts. William Guy Carr tells the story in his *By Guess and By God*.

The Baltic Sea and the Sea of Marmora (via the Dardanelles) were the chief fields of E-boat activity. They gave a good account of themselves. Says Mr. Carr: "The British and German submarine services played exactly opposite rôles during the war. Where the Trade acted largely as eyes for the Fleet, the U-boats had no fleet to see for. Where the U-boat had to get out to kill, the Trade must go in to kill. . . . The farther the German submarine com-

USEFUL BOOKS



Cloth Binding

Each \$1.00

for everybody

These books are new and up-to-date in every particular and each title contains the most reliable information obtainable. They are written by specialists and are, therefore, of great value to everyone interested in the various subjects.

American Etiquette

By Ethel Shubert

American Letter Writing

By Ethel Shubert

Candy-Making at Home

By Mary M. Wright

Checkers

By David A. Mitchell

Chess

By David A. Mitchell

Conundrums

By Margherita O. Osborne

Dream Book

By Madame Xanto

Errors in English By John H. Bechtel

Home Games

By George Hapgood, Esq.

Palmistry

By M. M. MacGregor

Stories of the Operas

By Ethel Shubert

Stories Worth Telling

By Herbert L. Coggins

The Penn Publishing Company

929 Filbert Street

Philadelphia

RUPTURED



athletes, swimmers, dancers and men and women doing hard, tiring work have found new comfort and relief wearing the Brooks Appliance with automatic air cushion. Can't be detected under clothing. Retains rupture without gouging springs or hard pads. Each appliance made to measure and sold under absolute guarantee. A vast improvement over hard and unyielding rupture devices. Sent on 10 days' trial. Write for free rupture booklet sent in plain sealed envelope.

Brooks Appliance Co., 178-B State Street, Marshall, Mich.



Turkish defeat by the Greeks at Thermopylae, September 1, 1821

Hand to hand, with saber and bayonet they fought for a line on the map!

THE LINE shall move north," swore the Greeks. "It shall stay where it is!" maintained the Turks with equal determination.

It was no mere debate. It was a bloody struggle upon which the sympathies of all Europe were divided.

Not until eight years after the event pictured above—the Battle of Thermopylae—was the line fixed, only to change again.

Such is the nature of lines on a map. The living map maker's hand is guided as he draws by the deeds of men whose very bones have long disintegrated.

That is the map's fascination! All history is on it, battles, intrigues, ambitions, daring explorations,

adventure. In it are civilization's highest achievements and most stupid blunders. Side by side it reveals the fruits of past wars and the bases of future ones.

Exciting, inspiring, intellectually profitable is the reading of maps. A stimulating pastime, and one of the best ways to deepen your understanding of our civilization and all that it means.

Learn to enjoy maps yourself; encourage your children to enjoy them.

Rand McNally & Company have been for 60 years the most highly regarded and best known makers of fine maps, globes and atlases for general and special uses. Their products are on sale at leading stationers', booksellers', or direct.

And that habit of scrupulous accuracy down to the last minute detail, which is so essential to quality map making, carries over into every phase of Rand McNally & Company's many activities.

Write Dept. F-2 for latest free descriptive material on any Rand McNally product listed below:

Publications
Text Books
Children's Books
Child Life Magazine
Bankers Monthly
Bankers Directory
Bankers Bulletin

Atlases
General Atlases
Commercial Atlas
Goode School Atlas
Bible Atlas

Maps
School Maps
Auto Road Maps
Commercial Maps
Economic Maps
Aviation Maps
Special Maps to Order

Globes

General Printing

Railroad, Airline and Bus Tickets
Coupon Books

RAND McNALLY & COMPANY

Map Headquarters

—EXHIBITS AND SALESROOMS—

536 S. Clark Street, Chicago
559 Mission St., San Francisco

National Press Bldg., Washington
125 E. Sixth St., Los Angeles

270 Madison Avenue, New York

1809

1861



The PRAIRIE PRESIDENT

Living Through the Years
with Lincoln

By RAYMOND WARREN

A new and strikingly original biographical narrative of Abraham Lincoln. The story, which adheres closely to the known facts of his life, is presented in the form of closely knit episodes, the unique feature of which is a series of remarkable scenes in *dialogue*. This dialogue is based upon the author's current, immensely popular Lincoln historical radio series.

Illustrated by the Author

\$3.00

Reilly & Lee, Publishers, Chicago

"STAMMERING"

Its Cause and Cure

You can be quickly cured if you stammer. Send 10 cents, coin or stamps, for 288 page cloth bound book on Stammering and Stuttering. It tells how I cured myself after Stammering and Stuttering for 20 years.
BENJAMIN N. BOGUE
4430 Bogie Building 1147 N. Illinois St. Indianapolis



LIBRARY OF AMERICAN LAW AND PRACTICE

12 LARGE VOLUMES

Compiled by over 50 brilliant professors and authorities of every branch of legal practice. Handsomely bound in law buckram. 6000 pages, written so the layman can understand every principle.

LEARN LAW at HOME

LOANED FREE!

Do you dream of practicing LAW before the bar? Or do you seek legal training because it fits you for the richest prizes in the business world? In either case borrow a set of "AMERICAN LAW and PRACTICE" and see how you may READ your way, quickly, at home in your spare time, to the fulfillment of your ambition. Thousands of men have shown you the LAW way to power and financial success—you have but to follow their example. Take advantage of this amazing FREE LOAN OFFER to look over the great new edition, prepared and revised by America's keenest legal authorities. Don't send a penny—just mail the coupon!

American Technical Society

Dept. L-229
Drexel Ave. and 56th St., CHICAGO

American Technical Society

Dept. L-229
Drexel Ave. and 56th St., CHICAGO

FREE with Coupon
for a limited time only—200-page book to match the 12 volumes containing **STANDARD LEGAL FORMS**. Also, a Case Book series and Reading Course in 25 parts including supplementary lectures, illustrations, cases, court decisions, forms, and glossary.

I want to borrow for 10 days FREE the famous "LIBRARY OF AMERICAN LAW AND PRACTICE"—12 de luxe volumes, 6000 pages. I will pay the few cents express charges. If I choose to keep it, I will send you \$2.00 after 10 days, then \$3.00 a month until the special advertising price, \$49.80, is paid. But I may return the set if I prefer and owe you nothing. Include FREE 200-page volume of legal forms and 25 parts Reading Course.

Name.....
Address.....
Attach letter stating employer's and references (names and addresses or write some in margin)

World of Books

mander went, the less frequent his difficulties: the farther the Britisher went, the more dangerous his difficulties were certain to become."

The E-boats sank 54 warships (including nineteen U-boats) in the course of the war; and 274 transports and supply ships carrying contraband. Sixty-one E-boats were lost—a very fair exchange.

History, Ancient and Modern

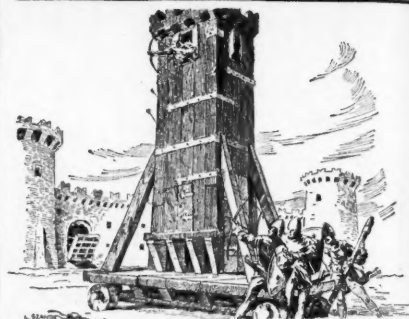
THE WORLD has seen many revolutions, each with its contributions to civilization. The Russian, the French, the American, the Cromwellian, the German Reformation, the Norman Conquest. All were important, but the greatest was a Christian Revolution which culminated in 313 A. D. The Roman Empire became converted at this time.

Constantine the Great, by G. P. Baker, is a fascinating account of how the Christian "proletariat" was liberated following its severe oppression of 303-313. Constantine played a greater part than did the sainted Lenin in 1917. And having won his revolution, he founded Constantinople—"the foster-mother of modern civilization." To him is due the hereditary monarchical systems in vogue until England's republican revolution thirteen centuries later. Without its Constantine, Christianity today might be a trifling eastern sect, according to the author. Roman propaganda methods evidently surpassed those of twentieth-century Moscow.

A sudden revival of interest in the California gold rush of 1849 is indicated by the unearthing of long-neglected manuscript journals and letters of that period. Several such narratives have been published within the past few months. One of the most informing of these is *A Yankee Trader in the Gold Rush: the Letters of Franklin A. Buck*. Mr. Buck, hailing from Bucksport, Maine, landed at San Francisco in 1849 at the very height of the excitement and there were few scenes in the drama that escaped his observation. He engaged in every imaginable kind of business likely to bring quick returns during the mining craze, but unlike most of his associates he became a permanent resident and helped to build up the new state. Later he took a hand in the politics of the Civil War period. In 1869 he joined the rush to the Nevada silver mines.

Advice to Writers

THERE IS NO "rule-of-thumb" advice to be given to the would-be writer, any more than to the lover. Yet there are many things in the experience of all writers that may profit any beginner to know. That, we take it, is the chief motive of Mr. Donald Wilhelm's excellent and readable *Writing for Profit*. His suggestions are eminently practical and common-sense. Self-evident as



The War Tower of Medieval England
Has Become Our

BELFRY

Strangely enough, the origin of our word *belfry* has no relation to bells. It is even more surprising that this word which now suggests peace and good will, once denoted a symbol of war. In Medieval Germany, two words *bergen* (to protect) and *vrde* (peace, security) were combined to form *bercvrit*, the name for a movable war tower used by besiegers. The word passed through the French form *berfrei*, and into the Medieval English *berfray*, with the same meaning. It was only a step to the meaning "watch tower" and then to the tower on any building. The custom of putting bells in towers gradually affected the meaning of the word, until finally, in the modern English form *belfry*, the word has come to mean exclusively a bell tower or the bell room atop a tower.

This is but one of the many thousands of fascinating stories about the origins of English words which you will find in

WEBSTER'S NEW INTERNATIONAL DICTIONARY

The "Supreme Authority"

A collection of these stories is presented in a handsome, illustrated booklet which we will gladly send you free on request.

Word histories not only make fascinating stories to read but offer the background understanding that is essential to accurate and effective use of words in writing or speaking. The Merriam-Webster is the "Supreme Authority" on every question regarding 452,000 words in our language—origin, meaning, spelling, pronunciation, synonyms, correct use. The 2,700 pages of this great single volume are equivalent in type matter to a 15-volume encyclopedia and its encyclopedic information makes it a dependable question-answerer on all subjects.

The Merriam-Webster is universally accepted and used in the courts, colleges, schools and business offices of America.

Send for Free Booklet

containing a number of fascinating word stories together with full information about the Merriam-Webster, and convincing testimony that it is the "Supreme Authority."

G. & C. MERRIAM COMPANY

29 Broadway

Springfield, Mass.

See It At
Your Bookstore

Get
The
Best





Join with 1000 other men and women...

Accept free trial membership in Putnam's new 15-Minutes-of-English Club

... for quick mastery of
Correct English and Fluent Speech

New method gives mastery of every phase of written and spoken English in only 15 minutes of leisure time daily. Ends embarrassing, costly mistakes. Five volume CLUB SET makes a five-step short-cut to your greatest business and social advancement. NOT a "correspondence course"—CLUB SET is complete in itself—Sent FREE for five days' trial of plan.

HERE is *your* opportunity to acquire the poise and the self-confident bearing that is yours when you KNOW you are using correct English. A new nation-wide "Club" is being formed and *you* are invited to be one of the first 1,000 "Charter Members." The new 15-Minutes-of-English Club shows you how to overcome every weakness in your spoken and written

What costly, embarrassing mistakes do YOU now make?

IF you are not absolutely sure of your English, *test yourself* with the five volumes of the 15-Minutes-of-English Club through the five days' free examination privilege.

The first volume, *MINUTE-A-DAY-ENGLISH*, detects and corrects your mistakes in English and then acts as "guide book" to the other volumes. If your weakness is pronunciation, the famous 18,000 WORDS OFTEN MISPRONOUNCED removes this obstacle in the path of your advancement. *THE WORD BOOK* contains over 100,000 words to build up your vocabulary and help you express your ideas. *THE PHRASE BOOK* gives you over 6,000 expressions and phrases for use in conversation, social letter writing and public speaking. One whole section is devoted to *Social Letter Writing*, telling you how to prepare and answer social letters of all types... *Includes over 100 model letters.* The fifth volume, *READY SPEECH-MAKER*, prepares you to grasp your opportunity when you are asked to get up and "say a few words" at a business conference, at a banquet, club or lodge meeting, etc. Gives you *two complete home training methods*—a complete course in public speaking, giving you all that might cost \$25 or \$50 in "correspondence course" form.

Singly, these five volumes have already helped over 200,000 others. Club Set totals 2,468 pages. Each volume 6½ in. high, 4¼ in. wide; bound in red leatherette; round corners, colored page edges, titles stamped in gold. Book-box covered in "Lizard-Craft," included free to Charter Members.



His "few words" at a Company banquet were worth \$10,000 a year to him!

English—quickly, easily—in only 15 minutes a day of your leisure time.

Here is the *true secret of getting ahead!* Every successful man or woman has used this great aid to business and social advancement. More than anything else, your language reveals your true culture and refinement. As the photographic scene at the right shows, even what you may now consider "little" mistakes may be causing others to form a poor opinion of you—may be holding you back from your greatest advancement.

THE 15-Minutes-of-English Club offers you this mastery of correct English and fluent speech through the remarkable five volume CLUB SET. Read in the panel on the left of this page how this Club Set covers *all* your needs. Whether your "weakness" is in English, in Pronunciation, in Vocabulary, in the ability to write the many forms of Social Letters, or to influence others through effective Speech-Making—the 15-Minute Club Plan is ready to help YOU.

The five-volume Club Set allows you to concentrate upon *your* special weaknesses and to correct quickly all your errors. This is not a long-drawn-out "correspondence course" that you must arbitrarily follow through from start to finish, with "home work" and "exami-



An important social function that could mean so much to their advancement—but their very first words showed glaring errors in English. All who heard them couldn't help feeling that they were not accustomed to associating with people of culture and refinement.

nation papers." You receive the five volumes all at one time. You use them first to check and correct your present mistakes and then for handy reference—showing you always, to meet all situations, the correct thing to say and how to say it!

You have always wanted the certainty that you were speaking correctly, the freedom from embarrassment caused by mistakes in English, the ability to express yourself clearly and most effectively. Find out how the 15-Minutes-of-English Club plan can help *you*—accept free trial membership. Take advantage of the liberal offer below—get the five-volume Club Set free for five days' examination. Then see how quickly and easily *this way* you can master every phase of written and spoken English.

5-Vol. CLUB SET SENT FREE for 5 days' trial!

CHARTER MEMBERSHIP in the 15-Minutes-of-English Club gives the privilege of five days' free examination of the Club Set. Just mail the coupon and the complete five volumes in the specially designed book-box will be shipped to you, all charges paid. Then during the five days go



over each volume, test yourself, correct errors you may now unconsciously make, and "sample" all of the many amazing features.

After thorough examination and actual use of the Club Set, if you are not entirely satisfied this new plan can help you to your greatest business and social advancement, return the five volumes at our expense! No risk—you need send no money now. If after five days' *actual test* you decide to become a Charter Member, keep the five volumes and the free book-box and make the five easy, monthly payments as stated in the coupon. Otherwise return the books at our expense and pay nothing! Don't "put off"—mail the coupon NOW—before it is too late. Send to:

G. P. PUTNAM'S SONS,
(Dept. 102)
2 West 45th Street,
New York,
N. Y.

G. P. PUTNAM'S SONS
(Dept. 102)
2 W. 45th St., New York.

Gentlemen: I accept free trial membership in your new 15-Minutes-of-English Club. Send the 5 Vol. CLUB SET at once, all charges paid, for five days' free examination. If I wish to keep the books and the free book-box, at the end of five days I will send \$2.00 and then \$2.00 each month until \$9.85 has been paid, or I will send \$9.00 at once in full payment. Otherwise I will return the books at your expense and owe nothing. There are no dues or other payments except for the Club Set. Ship to

My Name
Street & No.
City & State

The Best Abridged Dictionary For Scholarship, Accuracy, Usefulness



"I can hardly believe I shall ever apply to it any test it will not creditably sustain. It is an amazing product of accurate and usable scholarship," said H. L. Seaver, Massachusetts Institute of Technology, speaking of

Webster's Collegiate

Best because it is based upon the "Supreme Authority"—Webster's New International Dictionary. 106,000 vocabulary terms with definitions, spellings, pronunciations, and use of words; a dictionary of Biography; a Gazetteer; rules of punctuation, use of capitals, abbreviations, etc.; a dictionary of foreign words and phrases. Many other features of practical value. 1,256 pages; 1,700 illustrations. Look for the Merriam Circular Trade-Mark—the sign of highest scholarship and accuracy.

Get The Best

Thin-Paper Edition: Special Merriam Cloth, \$5.00; Fabrikoid, \$6.00; Leather, \$7.50.

Purchase of your bookseller, or send order and remittance direct to us; or write for information. Free specimen pages if you mention this paper.

G. & C. MERRIAM CO.
61 Broadway, Springfield, Mass.



World of Books

many of them seem, they are neglected to an amazing degree by writers for the press. We are confident that a wide reading of Mr. Wilhelm's book among the fraternity of amateur writers will result in a smaller number of rejection slips and fewer heart-aches. Newspaper and magazine writing, publicity work, fiction, and even radio broadcasting come in for specific treatment. We do not know of any other book that covers so many fields of professional writing.

Biography

THE LIVES of royal personages are still popular, despite the jolts that monarchism has received since 1914.

King Alfonso of Spain seems at this distance like a popular ruler sitting on something that resembles a throne less than a volcano. It must be admitted that Uncle Sam did little, in the King's younger years, to make his seat softer. It will be remembered that towards the end of the gay nineties the American army and navy set forth on a four-months' campaign that made Spain's colonial empire look like the merchandise in department stores after New Year's—"greatly reduced." Alfonso was King then—he was born King—but he was only a boy of twelve and the Queen-mother ruled in his stead. But at sixteen he took charge in his own right. A few years later he married an English princess and Queen Victoria of Spain is said to be quite as well beloved by the Spanish people as Queen Victoria of England ever was by the British. The King, too, has done a good deal to advance Spanish commercial interests abroad and is well liked as a man and brother, to say nothing of the King business.

All of which may serve to introduce *The Life Story of King Alfonso XIII*, by Evelyn Graham. This is an authorized biography, unpretentious as to literary form but abounding in facts about the King and Queen which may be accepted as authentic and most of which are new to American readers.

Alfonso has a hard row to hoe, no doubt, but compared with the tragic lot of certain other European monarchs now gone to their reward, his situation has its enviable aspects. The story of the Romanov dynasty in Russia is recalled by *Education of a Princess: a Memoir by Marie, Grand Duchess of Russia*. Granddaughter of one Czar, cousin of the last one, the Grand Duchess Marie has every claim to represent the surviving Romanovs. Her brief forty years of life have included generations of sheer tragedy. She emerges a sturdy and uncompromising realist. We can hardly say that she has been disillusioned, for she seems never to have been deceived, although in the imperial Russian court, if anywhere, a young girl might have been expected to grow up with false ideas of the world.

In the World War the Grand Duchess served as a nurse at the front. After the Revolution, in which some of her most

FRENCH BY EAR
Learn 400 common French words with marvelous 10-inch phonograph disc and French-English book. Electrically recorded by Prof. Etienne of Paris. See and hear. Pay only \$1.98 and postage on arrival for disc and book. Limited supply. Order now; Money back guarantee. Spanish disc, \$1.98. English disc, \$1.98. AUTOMATIC RECORD INSTITUTE
1928-CT, Tribune Bldg., 154 Nassau St., New York, N.Y.

Free this 140Page Book of Record Keeping Forms
MOORE'S MODERN METHODS

HERE'S a book that will help you with your record-keeping problems. Contains wide variety of life-size Bookkeeping forms, completely filled in, illustrating uses. For office or factory—business or profession—it shows you simplest and most efficient methods of accounting now being used by 300,000 leading firms. Book sent FREE when requested on business stationery. No obligation!

JOHN C. MOORE CORP., Est. 1839
6109 Stone Street, Rochester, N. Y.

Merely Fill in Coupon and 140-page Book Will be Sent you FREE

Name _____
Business _____
City _____ State _____

Start to Speak FRENCH at once!

—Just Listen to This Record

LEARNING French is easy the natural Cortina way. You learn by listening—even more quickly than if you lived in Paris! French words and sentences, scientifically arranged and graduated, are spoken by a native instructor on phonograph records. Then you repeat them until, in about 6 weeks, you converse in everyday French easily.

FREE BOOKLET— "The Cortina Short-Cut"

Mail coupon TODAY for free booklet, telling all about the famous CORTINAPHONE METHOD of mastering French, German, Spanish, or Italian. Prove to yourself how quickly you can learn a foreign language this fascinating "by ear" way.

Cortina Academy

("Language Specialists for 48 Years")

Suite 122, 105 West 40th St., New York City

Please send me—without obligation—your free booklet, "The Cortina Short-Cut," and facts about your special "Proof-in-5-Days" offer. (Check language in which you are interested.)

☐ French ☐ Spanish ☐ Italian ☐ German

Name _____

Address _____

PROOF IN 5 DAYS

Right in your own home you test our method. WE GUARANTEE you will be delighted with the RESULTS in even this short time or it costs you nothing!



WHEN

When did Man come to walk upright?
When was the eagle a reptile?
When does an oyster change its sex?

WHY

Why can a lobster grow new limbs, while we cannot?
Why does fear give us "goose-flesh"?

HOW

How may the mysterious "X body" determine a baby's sex before birth?
How can a moth locate his mate a mile away?

WHERE

Where is the "private secretary" of the brain?
Where does the female skeleton threaten to stop all further human evolution?

Can we control the Sex of our babies?

WHAT would not kings have given for the secret? What heartaches it would have spared their queens—perpetual victims of the demand for "An heir to the throne!"

The entire course of history has often been changed—because Nature withheld the secret of controlling or determining in advance the sex of a baby!

Today Science is discovering laws that may decide (while the human cell is still a pinhead in size) whether it is to produce a boy or a girl. How this power is at last yielding some of its secrets to the probing searchlight of modern science has just been told by H. G. Wells, in his new companion-work to the "Outline of History"—THE SCIENCE OF LIFE!

At Last The Story of All Things Living.

After publication of "The Outline" Mr. Wells began exhaustive research for this new companion-work. In the tremendous 5-year task of writing it he had the collaboration of the distinguished scientist, Julian

Huxley, and his own son, the physiologist, G. P. Wells.

At last it has been completed! What Wells did for the story of Man in "The Outline of History" he does for the story of Life, in "The Science of Life!"

Wells' "Outline" reviewed human history as one continuous march of human events. Wells' new "Science of Life" widens the focus and reviews the continuous development of life itself—tracing its myriad forms and mysterious phenomena, the fierce age-old struggle for survival, the sources of the equipment which is inherited or acquired for existence—and how, out of this, emerges the dominant species, Man, with the marks of his own origin still upon and within him!

In Four Epoch-Making Volumes.

Over Wells' pages stalk forty-ton monsters. Dodging beneath run tiny creatures destined to outlive freak monsters and become ancestors of nearly all modern animals, including man himself.

In a still more ancient scene you see—as only Wells can make you see—a worm-like thing trying for centuries to make his way up a river, until he finally invents something enabling him to succeed!

Still further back, in the dimmest mist of time, you see a world absolutely devoid of any life except tiny drops of jelly with hairlike stems.

First Edition Now Being Released

Here, in unforgettable chapters, are riddles of life that have puzzled most of the world's people—answered in a way that all people will enjoy and understand.

Some of science's amazing findings may startle you—upset long-cherished ideas. But you will be enlightened, stimulated. You will learn, as only Wells can tell you, what is now known about Nature's ceaseless experiments with life in all its forms through the ages.



You Have "Cyroscopes" in your Ears!

Just as the "cyroscope" top balances itself erect on a string, so a leveling device in each ear enables your whole body to keep its balance. Without this "Stabilizer" man could not walk, run, drive a car or sit at a place.



A Bird Who "Sets a Stage" for His Own Wedding

When the Bower Bird wishes to win his lady, he builds a theatre—decorates it with bright berries, flowers, and gay feathers—then struts and dances until she is enthralled by his charms.

We All Have Fishes' Gills and Monkeys' Tails!

Parts no longer used shrink and are covered up. The crosses on the human figure above show a few of the 180 places where science has found "vestiges" of formerly important organs.

This Frog Had No Father!

Can Nature learn to produce life without the help of the male? This frog was made to develop by an apparently "magic" process involving the piercing of an unfertilized egg.

The First "Stomach" on Earth

An "Amoeba" is only a speck of living jelly, yet it eats microscopic plants by flowing around them and drawing them into its body.

"Look Out! I'm an Alligator!" Says This Harmless Insect

The South American lantern-fly "bluffs" birds who might want it for dinner. The front of its head is a sham, moulded and colored to imitate a small alligator's!

Is King Alfonso's Chin 500 Years Old

The prominent lip and jaw has recurred in his family since 15th Century. Persistence of family likenesses is due to dominance of certain "genes" in the cells.

Announcing:

the Companion-Work to his

OUTLINE OF HISTORY

THE SCIENCE OF LIFE

THE STORY OF ALL THINGS LIVING

by H. G. WELLS

in collaboration with JULIAN HUXLEY and G. P. WELLS

H. G. Wells (who has always been interested in biology) studied at Royal College of Science under the great Thos. Huxley—took his degree of Bachelor of Science at London University—taught Biology for five years.

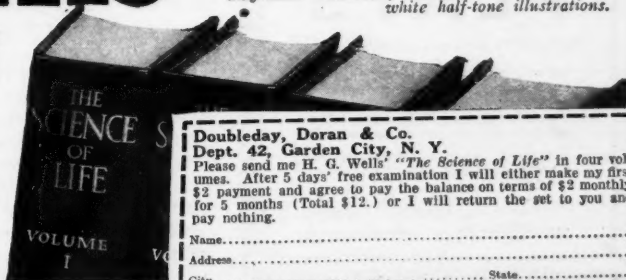
His two collaborators were Julian Huxley, grandson of Thos. Huxley, and G. P. Wells, his own son. Mr. Huxley occupied the Chair of Zoology, King's College, and holds the Pullerian chair of Physiology at The Royal Institution. G. P. Wells took First Honors in Natural Science at Cambridge and is an active teacher and research worker at University College, London.

SENT FOR 5 DAYS' FREE EXAMINATION

The First Edition of "The Science of Life" is now being released. "Free-Examination Requests" will be filled in order of receipt. Act at once to obtain a First Edition Set.

Send coupon at once—without money. Examine the set for 5 days. If delighted with it, make first payment of \$2—balance on terms of \$2 a month for 5 months. If not delighted, return books and forget the matter. Mail coupon—without money—today!

DOUBLEDAY, DORAN & CO., Dept. 42, GARDEN CITY, N. Y.



Doubleday, Doran & Co.
Dept. 42, Garden City, N. Y.

Please send me H. G. Wells' "The Science of Life" in four volumes. After 5 days' free examination I will either make my first \$2 payment and agree to pay the balance on terms of \$2 monthly for 5 months (Total \$12.) or I will return the set to you and pay nothing.

Name.....
Address.....
City..... State.....

Outlines of 38 READING COURSES in the New 13TH Volume

Most of us understand the value of a good reference work in home—office—school—library. Now the editors of *THE NEW WORLD BOOK* have added a remarkable new feature to their encyclopedia—a Guide volume containing outlines with more than 60,000 page references covering the 38 great departments of human knowledge.

So in *THE NEW WORLD BOOK* Encyclopedia for the first time you have the alphabetical arrangement for conveniently looking up any fact—plus a STUDY GUIDE arrangement where information is grouped by subjects. Thus under Art—Science—Biography—History—there are outlines—with thousands of topics listed—offering you almost unlimited material for ORGANIZED reading and study.

12 Volumes
and Study
Guide

9,200 pages
14,000
illustrations

THE New WORLD BOOK Encyclopedia

Thousands of business executives, university professors, school superintendents, librarians and educators recommend *THE WORLD BOOK* as the "best of its type" because it is non-technical, interesting, up to the minute, and because it is so easy to find any information desired.

THE NEW WORLD BOOK Encyclopedia helps children in grade school and high school to look up the things suggested by teacher and text-book. It brings business men that extra knowledge that eventually translates itself into dollars and promotion. It gives women a knowledge of world affairs.

FREE for a limited time—*THE STUDY GUIDE* Volume. Mail coupon for portfolio of specimen pages of any *THE WORLD BOOK* Encyclopedia and the new 13th volume, without cost or obligation.

W. F. O'GARRE & Co., Publishers
Dept. 137-D, 154 E. Erie St., Chicago.

Please send, without cost or obligation, specimen pages and information regarding *THE NEW WORLD BOOK* Encyclopedia, also your limited offer of the *STUDY GUIDE* Volume free with the set.

Name.....
St. No.....
City.....State.....

PLAYS

for amateurs or professionals

Mostly new, including farces, comedies and dramas in one, two and three acts, with large or small casts. Easily staged. Many have received prizes in national contests.

Write today for free catalogue. It clearly and accurately describes over 500 plays.

The Penn Publishing Company
929 Filbert St. Philadelphia

World of Books

intimate friends and relatives lost their lives, she escaped from Russia with her husband and her brother-in-law. She now lives in New York and a part of the "education" to which the title of her memoirs refers was learning to adapt herself to the ways of democracy; for the Grand Duchess is "on her own" as a business woman. She knows the give-and-take of this workaday world as well as she once knew the artificialities of Europe's most luxurious court. Her book has been translated from the French and Russian and is appearing in England, France, Germany and Sweden.

The yearly recurrence of Lincoln Day each February seems a fit occasion for alluding to new Lincoln books. This year we record the appearance of a novel type of Lincoln biography—*The Prairie President: Living through the Years with Lincoln, 1809-1861*, by Raymond Warren. Many lives of Lincoln are largely anecdotal, and this one is no exception, but Mr. Warren groups his anecdotes about consecutive episodes in the Lincoln story, so that each one does something more than illustrate a characteristic of its hero; it takes its place in an orderly sequence and thus helps to construct a biography of Lincoln on original lines. Dialogue is perhaps the most distinctive feature of the book. It is employed freely and it serves a purpose not unlike that of the motion picture in historical narration. It makes the record live. At first it may surprise or even shock one to find historical characters, including Lincoln himself, expressing themselves in the vernacular of their day and region; but why should we doubt that the common speech of the vicinage was precisely the tongue that Lincoln, his relatives and his neighbors used in their everyday conversation?

Not a few homely phrases have been verified as Lincoln sayings. Master of English as he grew to be, the Illinois rail-splitter was undoubtedly adept in the vernacular of the Sangamon one hundred years ago. Mr. Warren has delved into the politics of the times in his effort to reconstruct the historical figure of Lincoln. He ends the narrative with the President-elect's departure from his Springfield home in 1861, never to return alive.

Standard biographies of great composers do not arrive every year. When one of these makes its appearance we do well to stand at attention. *Johannes Brahms*, by Richard Specht, has been translated from the German by Eric Blom and is now available for American readers. We do not often have the good fortune to come upon a biography of an artist written out of intimate knowledge and at the same time bearing not a few of the marks of a literary masterpiece, for Specht's work is preeminently good writing. When Brahms was a youth in Hamburg Reményi, the Hungarian violinist, took him on as a piano accompanist for a concert tour in Germany. When we think of what Brahms later accom-

(Continued on page 22)



LEADING THE PARADE is a habit with College Humor

It couldn't do otherwise with such outstanding humorists as Lillian Day, Corey Ford, Jefferson Machamer, Dr. Seuss, Claude Binyon or Don Herold. And the cleverest wit from the leading colleges gives you dozens of laughs on each page!

TOO MANY WOMEN—

a complete novelette—one of the grandest of a series of grand stories by Katharine Brush

GENTLEMEN ON GUARD

by Margaret Culkin Banning

THE GRAY EIGHTIES

by George Ade

MIAMI UNIVERSITY

by Francis S. Hannaford

These are only a few of the highlights that will appear in the February issue of **COLLEGE HUMOR**.

35c a copy
\$3.00 for one year \$5.00 for two years
(Canadian postage \$.50 a year additional;
foreign postage \$1.00)

INTRODUCTORY OFFER TO NEW SUBSCRIBERS—6 MONTHS FOR \$1.00

College Humor,
1050 N. LaSalle St., Chicago.

I'd like to take advantage of your special six-months offer. Please start my subscription with the..... issue. Enclosed is \$1.00. I am a new subscriber.

NAME.....
ADDRESS.....
CITY.....STATE.....



The Most Convincing Talker I Ever Met...

How I Learned His Secrets of Forceful Persuasive Speech!

I ALWAYS envied and admired Franklin Hayes. Nearly everyone in our city did. He was young, but he was already "well-fixed" financially, if not yet actually wealthy. He was a civic leader of prominence. Though he was not a politician by any means, his advice was sought and his help enlisted in every political and civic undertaking. It was an absolute fact that Franklin Hayes' influence, if exerted in favor of a man or of an idea, would win the backing of every wealthy and powerful person in the community.

It was a delight to meet him socially. He was not especially well educated, yet he could converse perfectly and with understanding on almost any subject. He was the center and the head of any conversation—yet he was not a bore, and he was always popular, whether he was in a social group, at a city club luncheon, addressing a convention or leading a political rally. Everyone envied him, as I say, and everyone wondered how he obtained his mastery over people.

Finally, one night, my curiosity got the better of my good manners—I asked him point-blank where he acquired his ability as a speaker, and a conversationalist. It was the night of the City Club banquet, when his speech of acceptance of election to the Club presidency brought the whole club to their feet, shouting.

He laughed when I asked him. "It is very simple indeed, Durbin," he answered. "You know, there is no magic—no mystery to being a successful public speaker. I'm willing to bet that you, too, could become as effective and influential a talker as I. Seven men out of every nine, according to authorities, are born with a natural ability, as brilliant, fluent, convincing speakers. The only advantage I have lies in a remarkable training I received."

"What training was that?" I asked.

"One of the simplest in the world," he replied. "It took me about twenty minutes' study a day, right in my own home. A famous speech specialist has put into an easy, quickly-mastered form, the secrets which every great orator in the world uses. You might not believe it, but once I was painfully shy—I couldn't talk to a group to save my life. Yet with this training I absolutely ended my shyness—stage-fright—embarrassment, and fear. Where once I feared to present any idea, no matter how good, I gained the ability to win everyone over—to get my ideas across and get my own way. To me, the ability to speak effectively made the difference between failure and success. If you want to know all the facts about how easy it is to learn to speak effectively, simply write to the North American Institute, and ask for a copy of their free booklet *How to Work Wonders With Words*.

This new method is so delightfully simple and easy that you cannot fail to progress rapidly. Right from the start you will find it becoming easier to express yourself. Thousands have proved that by spending only 20 minutes a day in the privacy of their own homes they can acquire the ability to speak so quickly and easily that they are astonished at the great improvement in themselves.

Send for This Amazing Booklet

This new method of training is fully described in a very interesting and informative booklet called *How to Work Wonders With Words*, which is now being sent, free, to every one mailing the coupon below.

In it you are told how this new easy method will enable you to conquer stage-fright, self-consciousness, timidity, bashfulness and fear. You are told how you can bring out and develop your priceless "hidden knack," which can win for you advancement in position and salary, popularity, social standing, power and real success. You can obtain your copy absolutely FREE by sending in the coupon now.



North American Institute
3601 Michigan Ave., Dept. 1042, Chicago, Ill.

What 20 Minutes a Day Will Show You

- How to talk before your club or lodge
- How to propose and respond to toasts
- How to address board meetings
- How to tell entertaining stories
- How to make a political speech
- How to make after-dinner speeches
- How to converse interestingly
- How to write letters
- How to sell more goods
- How to train your memory
- How to enlarge your vocabulary
- How to develop self-confidence
- How to acquire a winning personality
- How to strengthen your will power and ambition
- How to become a clear, accurate thinker
- How to develop your power of concentration
- How to become master of any situation

North American Institute,
Dept. 1042, 3601 Michigan Ave.,
Chicago, Illinois.

Please send me, free and without obligation, my copy of your inspiring booklet *How to Work Wonders With Words*, and full information regarding your course in effective speaking.

Name
Address
City State.....

STRETCH your way to HEALTH

By BERTRAM CROPP

An interesting story by the inventor of "The Stretch of Health Couch," illustrating why 42,000 of these couches have already been sold, 6,000 of them to physicians.



Some years ago I was Physical Director in a state university in the west. My job was to keep the athletes in the pink of condition. At that time I began to experiment with the device since known as "The Stretch of Health Couch." Little did I realize, however, that perfecting this device and introducing it to others would later become my life work.

All of us have seen how a dog or cat will stretch itself thoroughly upon arising. But few beings, truly amazing physical benefits can be obtained by mechanical stretching—Tension Therapy. People who wish to know what "The Stretch of Health Couch" has done for sufferers from Colds, Headaches, and numerous other bodily ailments will be interested in reading the booklet I am prepared to send without obligation. The experiences related in this booklet illustrate the statement of a prominent professor of a New York university that "an examination of the spine will disclose the cause of 95% of all diseases."

As you go through life you allow your frame to "set." The cartilages—the cushions or pads between your bones—spread and become thin. You want to ease up on them occasionally—take the pressure off—STRETCH them to normal. When you scientifically stretch you give the nerve branches, and the arteries which exit through them, free passage. You waken up the spinal cord, the trunk line of the nerve current of the body. You stretch every muscle and sinew of the body, draw the congestions out of them, break up congested areas which interfere with circulation. You bring sagging vital organs into normal position and the body into proper posture.

FREE BOOKLET

tells what others say "The Stretch of Health Couch" has done for them and what it may do for you. My experience in the sale of 42,000 couches has been so convincing that I prefer to have couch demonstrate personal benefits within the first ten days or there is to be no cost. Coupon brings full facts without obligation. No representative will call.

BERTRAM D. CROPP (Suite 52)
246 West 59th St. New York City

Bertram D. Cropp (Suite 52)
246 West 59th St. New York City

Dear Mr. Cropp: Please send me without obligation, full information about "The Stretch of Health Couch," and details of your offer of "Results in 10 Days or No Cost."

Name,

Address,

City, State,



\$1260 to \$3000 Year

Steady Work
Short Hours

Common Education Usually
Sufficient

Men-Women,
18 to 50

Mail Coupon
today sure.

Franklin Institute
Dept. A-234, Rochester, N. Y.
Sirs: Rush to me without charge,
(1) 32-page book with list of U. S.
Government Jobs obtainable. (2)
Tell me how to get one of these jobs.
Name,
Address,

The World of Books

(Continued from page 18)

plished as a composer of world-wide fame it is pathetic to recall that his first impresario died in America as a vaudeville fiddler.

This is the centennial year of the horse-power reaper, or harvester. It is fitting that the first authoritative life of the inventor should appear at this time. *Cyrus Hall McCormick*, by William T. Hutchinson, tells the whole story of the Virginia farm boy's early efforts, partial failures, and final triumph. McCormick's removal to Chicago and his associations with Stephen A. Douglas and William B. Ogden add something to the political history of Illinois and meant a great deal to the growth of wheat-growing in the Middle West. McCormick's career was a stormy one. Every step of the way was contested, either by resolute competitors or by foes within his own household. The present volume takes the narrative as far as 1856. A sequel is promised, covering the Civil War years and continuing to McCormick's death in 1884.

Two young Frenchmen who settled in New Orleans in the early years of the 19th century won a more lasting fame than they deserved, if they are to be judged by their contributions to the common good. Jean Lafitte, the younger of these brothers, is the subject of a new biography, *Lafitte the Pirate*, by Lyle Saxon. Already a smuggler and outlaw but an inoffensive citizen as compared with what he later became, this man played a part in Jackson's victory at New Orleans in 1815. Galveston became the center of his operations. It is believed that he lived until 1826, but no details of his death have been preserved. The Rosenberg Library of Galveston lists more than 100 titles of books, articles, documents and letters referring to Jean Lafitte.

Wolsey, by Hilaire Belloc, takes us back four centuries in English history to that November day when a British Cardinal murmured on his death-bed, "If I had served my God as diligently as I have served the King, He would not have given me over in my gray hairs." This is the story of Wolsey's remarkable rise to the seats of the mighty and his equally dramatic fall from power.

As the most eminent woman painter of American birth, Miss Cecilia Beaux has a great story to tell of the mastery of her art, of the distinguished men whose portraits she has painted, and of her fellow artists. *Background with Figures* carries this interesting material. An autobiography of an artist can hardly fail to have valuable comment on technique. Such references recur throughout the book and will be appreciated by the painting fraternity, but the non-technical reader will find the author's personal history supplying the ground-work of incident that makes the book distinctive and satisfying. Especially vivid are the artist's accounts of her work in painting the official portraits of Premier Clemenceau, Cardinal Mercier, and Admiral Beatty.

World Economics

THE WORLD WAR levied its toll in human life only while it lasted, but its price in economic derangement continues unabated long after a decade has passed. At least that is the seemingly unanimous verdict of a jury of experts summoned by Scoville Hamlin to prepare chapters of his new book, *The Menace of Overproduction*. The presidents of the Wool Institute, the Silk Association, and the National Coal Association contribute chapters in their respective fields. The discussion of overproduction in agriculture is by Dr. O. E. Baker, senior economist in the U. S. Department of Agriculture; that on the growth of industrial and financial units is by Francis H. Sisson, vice-president of the Guaranty Trust Company of New York; the chapter on oil is by Sir Henri Deterding; and the editor's other collaborators speak with similar authority. The remedy for overproduction is easily stated: Adjust production to existing demand. But exhortation to slow down, as the editor of this volume points out, is idle so long as a motive is lacking. He makes specific proposals in concluding chapters of the volume.

The year 1929 and a part of 1930 were spent by Prof. Calvin B. Hoover of Duke University, on a Social Science Research fellowship in Russia. His mission was to find out all that could be known about the economic system of the Soviet government. The results of his inquiries are summarized in *The Economic Life of Soviet Russia*. In this book he analyzes the Soviet policies and describes their effects, so far as he could observe them, on the people of the country. The working of the great Five-Year Plan in its first year of operation is sketched and its statistical results impartially set forth. There is also comment on the grave Russian food shortage. Comparing the present standard of living with that in the Czarist régime, Dr. Hoover finds that the average is lower today; but barring famine and war, improvement may be expected within the next ten years.

Bernard Edelhertz, publisher of the *American Hebrew*, has also spent many months in Russia, with *carte blanche* to go everywhere and inspect the workings of the communist machine. His findings are briefly stated in *The Russian Paradox*. In his survey of Russian economic conditions Mr. Edelhertz gives more attention than other writers have done to the rise and growth of the Jewish colonies under Soviet support and aided financially by Americans.

The Andrée Polar Expedition Thirty Years After

SIX MONTHS AGO no one having the slightest acquaintance with the records of Arctic exploration would have said that the fate of the Andrée balloon expedition of 1897 could ever be known.

Over Three Million

of these \$2.50 to \$5.00

BEST SELLERS

have already been sold for

only \$1

EACH

No WONDER!

--- just read these titles...

It isn't surprising that 3,369-938 STAR DOLLAR BOOKS have already been sold—since bargains like Van Loon's "Story of Mankind," Durant's "Story of Philosophy," Halliburton's "Royal Road to Romance," books which formerly sold for \$5.00 each, and almost 100 other best sellers are now available at \$1.00 each. See these books wherever books are sold. Or check the books you want and mail the coupon below—without money. The books will be sent for FIVE DAYS' FREE EXAMINATION:

1. You Can't Print That—George Selles. For. price, \$4.00
2. Gangs of New York—Herbert Asbury. Former price, \$4.00
3. Cradle of the Deep—Joan Lowell. Former price, \$3.00
4. George Sand—Marie Jennette Flower. Former price, \$5.00
5. Science Remaking the World—Otis W. Caldwell and Edwin E. Slosson. Former price, \$2.50
6. Autobiography of Benjamin Franklin. Former price, \$2.00
7. A Book of Operas—Henry E. Krebber. Former price, \$2.50
8. Raiders of the Deep—Lowell Thomas. Former price, \$2.50
9. Edge of the Jungle—William Beebe. Former price, \$2.00
10. Understanding Human Nature—Alfred Alder. Former price, \$3.50
11. Companionate Marriage—Judge B. Lindsey and Wainwright Evans. Former price, \$3.00
12. The Right to be Happy—Mrs. Bertrand Russell. Former price, \$3.00
13. Cleopatra—Claude Ferval. Former price, \$2.50
14. Francois Villon—D. B. Wyndham Lewis. Former price, \$5.00
15. In Brightest Africa—Carl E. Akeley. Former price, \$2.50
16. Zola and His Time—Matthew Josephson. Former price, \$5.00
17. The Story of Religion—Charles Francis Potter. Former price, \$5.00
18. Haunch, Paunch and Jowl—Samuel Ornt. Former price, \$3.00
19. The Outline of History—H. G. Wells. For. price, \$5.00
20. The Story of Philosophy—Will Durant. For. price, \$5.00
21. Recollections and Letters of General Robert E. Lee—Captain Robert E. Lee. Former price, \$5.00
22. The Life of Pasteur—D. Valery Kadot. Former price, \$3.00
25. Lenz on Bridge—Sidney S. Lenz. Former price, \$2.50
26. Transition—Will Durant. Former price, \$3.00
27. Lincoln's Own Stories—Anthony Cross. Former price, \$2.00
28. By Camel and Car to the Peacock Throne—E. Alexander Powell. For. price, \$3.00
29. A Second Book of Operas—Henry E. Krebber. Former price, \$2.25
31. Four Months Afoot in Spain—Harry A. Franck. Former price, \$3.00
32. Trapping Wild Animals—Charles Mayer. Former price, \$2.50
33. Faery Lands in the South Seas—Hall and Nordhoff. Former price, \$4.00
34. Shandygaff—Christopher Morley. Former price, \$2.00
35. The New Book of Etiquette—Lillian Eichler. Former price, \$4.00
36. Bird Neighbors—Neltje Blanchan. Former price, \$5.00
37. The Autobiography of Benvenuto Cellini—Translated by J. Addington Symonds. Former price, \$8.50
38. Now It Can be Told—Philip Gibbs. For. price, \$3.00
39. The Log of the Sun—William Beebe. For. price, \$6.00
40. "Daws"—Charles Wright Gray. Former price, \$2.50
41. Mystic Isles of the South Seas—Frederick O'Brien. Former price, \$5.00
42. Adventures of an African Slave—Capt. Theodore Canot As told to Brantz Mayer. Former price, \$4.00
44. Vagabond Journey Around the World—Harry A. Franck. Former price, \$4.00
45. Catherine the Great—Katherine Anthony. Former price, \$4.00
46. The Story of Mankind—Hendrik Van Loon. Former price, \$5.00
47. Tramping on Life—Harry Kemp. Former price, \$3.00
48. Denatured Africa—David W. Streeter. Former price, \$2.50
49. Keeping Mentally Fit—Joseph Jastrow. Former price, \$3.50
50. Six Years in the Malay Jungle—Carroll Wells. Former price, \$3.00
51. Up to Now—My Autobiography—Alfred E. Smith. Former price, \$5.00
52. The Saga of Billy the Kid—Walter Noble Burns. Former price, \$2.50
53. Famous Trials of History—Lord Birkenhead. For. pr., \$4.00
54. Understanding the Stock Market—Aliston Cragg. Former price, \$2.00
55. The Conquest of Fear—Basil King. For. price, \$2.00
56. Training for Power and Leadership—Grenville Kleiser. Former price, \$3.00
58. The New Decalogue of Science—Albert E. Wiggam. Former price, \$3.00
59. The Book of Woodcraft—Ernest T. Selon. Former price, \$2.00
60. Nature's Garden—Neltje Blanchan. Former price, \$5.00
63. Paul Bunyan—James Stevens. Former price, \$2.50
64. Jungle Days—William Beebe. Former price, \$3.00
65. Royal Road to Romance—Richard Halliburton. Former price, \$5.00
71. Beggars of Life—Jim Tully. Former price, \$3.00
72. A Laugh a Day Keeps the Doctor Away—Irvin Cobb. Former price, \$2.50
79. Edison: The Man and His Work—G. S. Bryant. Former price, \$4.00
81. The Meaning of a Liberal Education—Everett Dean Martin. Former price, \$3.00
82. Eminent Victorians—Lytton Strachey. For. price, \$3.50
83. Revolt in the Desert—T. E. Lawrence. Former price, \$5.00
86. Psychoanalysis and Love—Andre Tridon. Former price, \$2.50
89. How to Live—Arnold Bennett. Former price, \$5.50
90. Abraham Lincoln—Lord Charnwood. For. price, \$3.00
92. Disraeli and Gladstone—D. G. Somervell. Former price, \$3.50
93. Creative Chemistry—Edwin E. Slosson. Former price, \$3.00
94. Headhunters of the Amazon—F. W. Updegraff. Former price, \$5.00
96. Trader Horn—Aloysius P. Horn and Ethelreda Lewis. Former price, \$4.00
97. The Fruit of the Family Tree—Albert Edward Wiggam. Former price, \$3.00
98. White Shadows in the South Seas—Frederick O'Brien. Former price, \$5.00
99. The Doctor Looks at Love and Life—Joseph Collins, M. D. Former price, \$3.00
100. Bob, Son of Battle—Alfred Olliphant. Former price, \$2.50
101. "Hosses"—Compiled by Charles Wright Gray. Former price, \$2.50
104. Count Luckner, the Sea Devil—Lowell Thomas. Former price, \$2.50
105. The Red Knight of Germany—Floyd Gibbons. Former price, \$2.50
106. Why We Misbehave—Samuel Schmalhausen. Former price, \$3.00
107. The Revolt of Modern Youth—Judge Ben B. Lindsey and Wainwright Evans. Former price, \$3.00
108. Rasputin: The Holy Devil—Rene Fulop-Miller. Former price, \$5.00
109. The Great American Bandwagon—Chas. Merz. Former price, \$3.00
110. Scouting on Two Continents—Major Frederick R. Burnham. Former price, \$5.00
111. The Son of Man: The Story of Jesus—Emil Ludwig. Former price, \$3.00
112. The Autobiography of an Ex-Colored Man—James Weldon Johnson. Former price, \$3.00
113. Shanty Irish—Jim Tully. Former price, \$2.50
114. An Indian Journey—Waldemar Bonsels. Former price, \$4.00
115. The Great Horn Spoon—Eugene Wright. Former price, \$5.00

Full Library Size

Star Dollar Books are each 3 1/4 by 8 1/4 inches. Full-sized books, handsomely bound in cloth. Beautifully printed from plates of the original \$2.50 to \$5.00 editions. Many with illustrations. A library of best sellers now within reach of all.



SEND NO MONEY 5 DAYS' FREE EXAMINATION

(OR SEE THEM WHEREVER BOOKS ARE SOLD)

Any store that sells books will be glad to show you all these titles, but if you are not near one, use the coupon to mark the volumes you want—and mail it to us without money. Books will be sent ON APPROVAL. Pay nothing in advance—nothing to postman. So confident are we that STAR DOLLAR BOOKS offer you a greater value for \$1.00 than you can realize without actually seeing for

yourself, that we are making this FREE EXAMINATION OFFER. Read the books for 5 days. Then send us only \$1.00, plus 10c postage for every title you keep. If you do not admit that this is the biggest book value you ever saw, return the volumes and forget the matter. The editions of many titles are limited—don't delay. GARDEN CITY PUBLISHING CO., Dept. 42, Garden City, New York

GARDEN CITY PUB. CO., Dept. 42, Garden City, N. Y.
Please send me the STAR DOLLAR BOOKS encircled below. I will either send you, within 5 days, \$1 plus 10c postage for each volume, or I will return the books without being obligated in any way. (Encircle the numbers of books you want.)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17
18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37
38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55
56 58 59 60 63 64 65 71 72 79 81 82 83 86 89 90 92
93 94 96 97 98 99 100 101 104 105 106 107 108 109 110 111 112
113 114 115

Name..... Please print plainly.

Address.....
CANADIAN ORDERS \$1.10 per book, cash with order.

15 Issues

of

AN EXCEPTIONAL
OFFER TO LOVERS
OF ADVENTURE

Adventure

JUST to get better acquainted . . . ADVENTURE is giving you this opportunity to have the next fifteen issues come by mail at a saving of close to 50% of the price you would pay at the newsstand. Lose yourself with W. C. Tuttle and Hashknife and Sleepy, with Harold Lamb and his crusading epics, with Talbot Mundy and his war dramas, with Ared White and his spy thrillers, with T. S. Stripling, Arthur O. Friel, Raymond S. Spears, Georges Surdez, Gordon Young, and a gallant array of other writers. After a heavy day, go into a huddle with ADVENTURE and let the rest of the world go by.

for \$2.00

USE
THIS
COUPON
TODAY

ADVENTURE
The Butterick Publishing Company
161 Sixth Ave., New York, N. Y.

Dept. RR 31

Gentlemen: That Special Subscription Offer looks good to me. Here's my Two Dollars to bring me the next Fifteen Issues by mail.

NAME.....

ADDRESS.....

CITY..... STATE.....

This Introductory Offer is good for new Adventure subscribers only. Good only in the U. S. A.

World of Books

On August 6 some Norwegian sealers, landing on White Island of the Spitzbergen Archipelago, found the remains of the members of that expedition, parts of their equipment, and manuscript diaries and photographs that revealed practically the whole record of what had for a third of a century been a mystery of the Arctic wastes. The Swedish government entrusted the documents thus marvelously salvaged from the ice of 33 winters to the Society for Anthropology and Geography and they were edited for publication under the direction of that learned body. They now become the chief part of *Andrée's Story: the Complete Record of His Polar Flight, 1897*, a book which appears simultaneously in twelve countries.

That such a record should be preserved so long in the ice to be at last recovered for those to whom both Andrée and Strindberg would have wished to have it sent was amazing enough, but even more astonishing was the successful development from kodak films of photographs actually taken in 1897 by members of the party. The actual reproduction of these negatives in this volume is one of the incidents that give to the work an aspect just short of supernatural.

Are You Going to Havana?

WE DO NOT often come upon a guide-book as frank and hence as convincing as A. Hyatt Verrill's *Cuba of Today*. Mr. Verrill is a seasoned traveler and sojourner in tropical and semi-tropical America. We may depend upon his book as stating fairly the conclusions that he has formed after long personal experience. His idea seems to be that he can best serve his readers by naming some of the drawbacks and objectionable features that are to be found in Cuba as well as in other countries.

Nevertheless, he proceeds to show that Cuba has attractions and qualities not found in its neighbor countries. No other Latin-American city has "more modernities, more comforts, luxuries, and attractive shops; more imposing buildings, more beautiful avenues and parks or more up-to-date hotels than those of Havana. And in point of health and cleanliness it leads the world." Mr. Verrill concludes that from the point of view of the transient, the tourist or the winter visitor, Cuba's admirable features far outweigh those less desirable. His explicit and practical directions will benefit all who have a trip to the island in view. One of his suggestions is to take your car on the journey.

New Books Mentioned in This Department

THE SCIENCE OF LIFE, 2 volumes, by H. G. Wells, Julian S. Huxley and G. P. Wells. Doubleday, Doran & Company. Ill. 1514 pp. \$10.

Are You a Prisoner of self?



HAVEN'T you often felt the urge to do certain things . . . the longing of the heart for things you haven't . . . the yearning to rise to the heights you've dreamed about . . . to have the happiness for which every soul hungers?

You no doubt desire these things earnestly but probably tell yourself that it is useless to think of the impossible. You feel your own limitations—that you are held back by invisible bonds, a prisoner! You are—but a prisoner self-jailed!

You have only to free yourself to be the ideal individual you want to be—the man or woman you can be—the real you! That person of marvelous talents, of boundless possibilities, capable of finding independence, abundance, achievement, happiness and life's richest gifts—that person is the self you have limited—refused to acknowledge! Your higher self, released from its shackles, will bring you any rightful desire of your heart! A new freedom from the old imaginary limitations, a freedom of your own powers, can be yours—through the liberating truth of Christian Psychology!

Releases Natural Powers

Wouldn't you like to have:

Business or professional success? Romance, adventure, happiness, domestic bliss? The personality which is an asset in any atmosphere? Health which imparts a verve and joy to living? The tangible things you

want such as bank accounts, travel, the home of your dreams, the car of your choice, the luxuries and comforts of life?

These things and many more have been obtained easily through Christian Psychology, because it releases the natural powers imprisoned within one. It solves the individual problem—makes the personal dream come true!

What It Is

Christian Psychology is not a religion nor a creed, but a remarkably simple course in advanced practical psychology. It is called "Christian Psychology" because it was the world's greatest Teacher who first discovered and gave to suffering humanity those wonderful promises on which its principles are based. Did He not say: "What things soever ye desire, when ye pray, believe that ye receive them, and ye shall have them?"

Christian Psychology differs from ordinary psychology courses in that it contains scientific, definite and thoroughly tested methods for applying its teachings. It is soundly practical and quickly profitable to use.

International Scope

Numbered among the students of Christian Psychology are people from all parts of the United States and Canada, four United States possessions and sixteen foreign countries. These students are from every walk of life: unskilled laborers, those in practically all classes of skilled trades, merchants and high executives and the higher professions such as doctors, lawyers, ministers, writers, educators, en-

gineers, etc. Almost half the students are women—housewives, secretaries, artists, professional women.

Judge Daniel A. Simmons

Christian Psychology is the crowning work of the eminent psychologist, author, lecturer and jurist, Judge Daniel A. Simmons. It is the result of years of study, teaching and application of psychological principles. As a psychologist Judge Simmons is internationally known. He is the author of many books, magazine articles and courses on practical psychology. For more than fifteen years he has enjoyed the distinction of serving as a judge of the highest trial court of his state.

6000-Word Lecture Free!

Judge Simmons has prepared an inspiring lecture, "The Kingdom of God," which explains the soundly scientific basis of Christian Psychology and its practical teachings. For at least a limited time, copies of this amazing lecture will be sent absolutely free and postpaid, upon receipt of coupon below. No salesman will ever call upon you now or later in response to your request.

A new freedom, an abundance of life's richest gifts, a new happiness can be yours when you release the wonderful self within. Fill out the No-Cost Coupon now for immediate mailing. The lecture is your first milestone toward self-independence. Send for it today!

AMERICAN INSTITUTE OF PSYCHOLOGY
102 Law Exchange Bldg., Jacksonville, Fla.

*Lecture
Sent
Free!*



JUDGE SIMMONS
author of
"Kingdom of God"

NO COST COUPON

THE AMERICAN INSTITUTE OF PSYCHOLOGY,
102 Law Exchange Bldg., Jacksonville, Fla.

Please send me, free, postpaid and without any obligation upon my part, Judge Daniel A. Simmons' complete and thrilling 6,000-word lecture, "The Kingdom of God," revealing astonishing truths of Christian Psychology that enable people to actually make their wishes come true.

NAME.....

STREET.....

CITY.....STATE.....

NORTHWESTERN MILITARY AND NAVAL ACADEMY

Enrolment 195. Evidence of good moral character and scholastic ability required.
COL. R. P. DAVIDSON, Supt., Lake Geneva, Wisconsin

STAUNTON Military Academy

One of the most distinguished schools in America preparing for Universities, Government Academies, Business. Superb disciplinary training equaled by academic excellence. Col. Thos. H. Russell, B.S., LL.D., Pres., Box F (Kable Station), Staunton, Va.

Lindenwood College

STANDARD college for young women. Two and four year courses. Accredited. Conservatory advantages. 50 minutes from St. Louis. 104th year. Every modern facility. Catalog. J. L. ROEMER, Pres., Box 1131, St. Charles, Mo.

"I was going to fire him"



"See that man over there? Three years ago I was ready to fire him. He was just dragging along, not making any progress."

"Now he's head of this department—and the most valuable man I have! I have great confidence in his judgment. He was telling me the other day that the most important decision he ever made was when he decided to enroll for a course with the International Correspondence Schools. Home study certainly did wonders for him!"

If you are not making progress, chances are it is due to lack of training. All over the world today, in their spare time, men are studying I. C. S. courses to fit themselves to master their present jobs and to win the bigger jobs ahead. This medium of success is also open to you! You've seen I. C. S. advertisements for years but never did anything about it. Why not take the step that may mean so much to you? Why not—

Mark and mail the coupon today

INTERNATIONAL CORRESPONDENCE SCHOOLS "The Universal University"

Box 4698-B, Scranton, Penna.

Without cost or obligation, please send me a copy of your booklet, "Who Wins and Why," and full particulars about the subject before which I have marked X:

TECHNICAL AND INDUSTRIAL COURSES

- | | |
|--|--|
| <input type="checkbox"/> Architect | <input type="checkbox"/> Bridge Engineer |
| <input type="checkbox"/> Architectural Draftsman | <input type="checkbox"/> Automobile Work |
| <input type="checkbox"/> Building Estimating | <input type="checkbox"/> Plumbing |
| <input type="checkbox"/> Wood Millworking | <input type="checkbox"/> Heating |
| <input type="checkbox"/> Concrete Builder | <input type="checkbox"/> Sanitary Engineering |
| <input type="checkbox"/> Contractor and Builder | <input type="checkbox"/> Sheet Metal Worker |
| <input type="checkbox"/> Structural Draftsman | <input type="checkbox"/> Steam Engineer |
| <input type="checkbox"/> Structural Engineer | <input type="checkbox"/> Marine Engineer |
| <input type="checkbox"/> Electrical Engineer | <input type="checkbox"/> Refrigeration |
| <input type="checkbox"/> Electric Wiring | <input type="checkbox"/> R. B. Locomotives |
| <input type="checkbox"/> Electric Lighting | <input type="checkbox"/> Air Brakes |
| <input type="checkbox"/> Welding, Electric and Gas | <input type="checkbox"/> Train Operation |
| <input type="checkbox"/> Telegraph Engineer | <input type="checkbox"/> R. B. Section Foreman |
| <input type="checkbox"/> Telephone Work | <input type="checkbox"/> R. B. Bridge and Building Foreman |
| <input type="checkbox"/> Mechanical Engineer | <input type="checkbox"/> Chemistry |
| <input type="checkbox"/> Mechanical Draftsman | <input type="checkbox"/> Mining Engineer |
| <input type="checkbox"/> Patternmaker | <input type="checkbox"/> Navigation |
| <input type="checkbox"/> Reading Shop Blueprints | <input type="checkbox"/> Agriculture |
| <input type="checkbox"/> Civil Engineer | <input type="checkbox"/> Textile Overseer or Supt. |
| <input type="checkbox"/> Highway Engineering | <input type="checkbox"/> Cotton Manufacturing |
| <input type="checkbox"/> Surveying and Mapping | <input type="checkbox"/> Woolen Manufacturing |
| <input type="checkbox"/> Gas Engines | <input type="checkbox"/> Fruit Growing |
| <input type="checkbox"/> Diesel Engines | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Aviation Engines | <input type="checkbox"/> Poultry Farming |

BUSINESS TRAINING COURSES

- | | |
|--|--|
| <input type="checkbox"/> Business Management | <input type="checkbox"/> Business Correspondence |
| <input type="checkbox"/> Industrial Management | <input type="checkbox"/> Lettering Show Cards |
| <input type="checkbox"/> Personnel Management | <input type="checkbox"/> Stenography and Typing |
| <input type="checkbox"/> Traffic Management | <input type="checkbox"/> Complete Commercial |
| <input type="checkbox"/> Accountancy | <input type="checkbox"/> English |
| <input type="checkbox"/> Cost Accountant | <input type="checkbox"/> Civil Service |
| <input type="checkbox"/> C. P. Accountant | <input type="checkbox"/> Railway Mail Clerk |
| <input type="checkbox"/> Bookkeeping | <input type="checkbox"/> Mail Carrier |
| <input type="checkbox"/> Secretarial Work | <input type="checkbox"/> Grade School Subjects |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> High School Subjects |
| <input type="checkbox"/> Salesmanship | <input type="checkbox"/> Illustrating |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Cartooning |
| | <input type="checkbox"/> Lumber Dealer |

Name.....Age.....

Street Address.....

City.....State.....

Occupation.....

If you reside in Canada, send this coupon to the International Correspondence Schools Canadian, Limited, Montreal, Canada

World of Books

SONS OF THE EARTH, THE GEOLOGIST'S VIEW OF HISTORY, by Kirtley F. Mather. W. W. Norton & Company. Ill. 272 pp. \$3.50.

THE BIOLOGICAL BASIS OF HUMAN NATURE, by H. S. Jennings. W. W. Norton & Company. 384 pp. Ill. \$4.

THIS HUMAN NATURE, by Charles Duff. Cosmopolitan Book Corporation. 405 pp. \$4.

THE NAVAJO INDIANS, by Mary Roberts Coolidge and Dane Coolidge. Ill. 316 pp. \$4.

THEY TOLD BARRON, edited and arranged by Arthur Pound and Samuel Taylor Moore. Harper and Brothers. 372 pp. \$5.

THE COLLAPSE OF THE AUSTRO-HUNGARIAN EMPIRE, by Edmund von Glaise-Horstenau. Translated by Ian F. D. Morrow. Dutton. 347 pp. Ill. \$7.

BY GUESS AND BY GOD, by William Guy Carr. Doubleday, Doran. Ill. \$2.50.

WRITING FOR PROFIT, by Donald Wilhelm. McGraw-Hill Book Company. 397 pp. \$3.

CONSTANTINE THE GREAT and the Christian Revolution, by G. P. Baker. Dodd Mead and Co. 351 pp. Ill. \$3.50.

A YANKEE TRADER IN THE GOLD RUSH: THE LETTERS OF FRANKLIN A. BUCK, compiled by Katherine A. White. Houghton Mifflin Company. 394 pp. Ill. \$3.50.

THE LIFE STORY OF KING ALFONSO XIII, by Evelyn Graham. Dodd, Mead and Company. 314 pp. Ill. \$5.

EDUCATION OF A PRINCESS: A MEMOIR, by Marie, Grand Duchess of Russia. The Viking Press. 388 pp. Ill. \$3.50.

THE PRAIRIE PRESIDENT: Living through the Years with Lincoln, 1809-1861, by Raymond Warren. Chicago: Reilly & Lee. 453 pp. Ill. \$3.

JOHANNES BRAHMS, by Richard Specht. E. P. Dutton & Co. 371 pp. Ill. \$6.

CYRUS HALL McCORMICK: SEED TIME, 1809-1856, by William T. Hutchinson. The Century Co. 493 pp. Ill. \$5.

LAFITTE THE PIRATE, by Lyle Saxon. The Century Co. 307 pp. Ill. \$5.

WOLSEY, by Hilaire Belloc. Philadelphia: J. B. Lippincott Co. 336 pp. Ill. \$5.

BACKGROUND WITH FIGURES, by Cecilia Beaux. Houghton Mifflin Co. 356 pp. Ill. \$5.

THE MENACE OF OVERPRODUCTION, edited by Scoville Hamlin. John Wiley & Sons, Inc. 202 pp. \$2.75.

THE ECONOMIC LIFE OF SOVIET RUSSIA, by Calvin B. Hoover. The Macmillan Co. 361 pp. \$3.

THE RUSSIAN PARADOX: A FIRST-HAND STUDY OF LIFE UNDER THE SOVIETS, by Bernard Edelhart. Walton Book Company. 155 pp. Ill. \$2.

ANDRÉE'S STORY: THE COMPLETE RECORD OF HIS POLAR FLIGHT, 1897, edited by Swedish Society for Anthropology and Geography. The Viking Press. 389 pp. Ill. \$5.

CUBA OF TODAY, by A. Hyatt Verrill. Dodd, Mead & Company. 249 pp. Ill. \$2.50.

She sat up all night

to read

FREE-LANCING FOR FORTY MAGAZINES

(From a letter)

THIS fascinating autobiography by Edward Mott Woolley has had enthusiastic reviews, but "She sat up all night" expresses the thrill that runs through its 320 pages. This book might well be a novel, so vivid are its episodes, so many sided its portrayals.

Do You Like Autobiography?

"A stormy winter's evening. A belated train arriving at a village. A boy in his early teens picking up a package of newspapers, and a heavy-set man laying a hand on the boy's shoulder. . . My resolution to be an author became an unquenchable flame."

Later, in Chicago: "The wool house cat made a flying leap and caught the inkwell. 'Look at my beautiful ledger!' shouted my employer. 'You are fired.'"

"That night in my dingy lodging I smoked my first cigar and before getting deathly sick resolved for the thousandth time to be an author."

In Kansas City: "While occupying a high stool at a bank I secured publication for my first fiction story."

In Seattle: "I borrowed money from a secret sympathizer and fled to San Francisco."

In San Francisco: "An empty house was handy that night, and crawling through a window I had a mighty sleep. . . Later: "The city editor of the San Francisco Examiner grabbed my copy. This reportorial adventure put me on the staff."

In Chicago: "The Herald put me on crime, and I resolved to write a novel of the underworld. . . Detective stories. . . Feature stories galore."

In New York: "Authorship—the sport supreme! I spread my work among forty magazines. A thousand published stories and articles. Many novels and other books. The romance of writing exceeded my boyish dreams."

Do You Love Adventure?

"... As I floundered in the water under the ice I felt the hand of death at my throat. . . Elsewhere: "He returned with a butcher knife. 'Now I'm going to carve you up.' Again: "The corpse was standing in a corner."

"I looked under a bed and into the mouth of a revolver. I beat the policeman downstairs, but a minute later the intruder was shot and killed." Another time: "The silvery gong in the city room rang ten—a theater box! I ran to the playhouse at top speed. The fire engines had not arrived, but inside we found 800 persons—dead."

If You Like Humor—

"My aunt had taught me religion, but now I was an author, a bold man of the world, and I must match my wits against the publishers even though a few lies were necessary to establish my reputation. . ."

"Humorously inclined authors said that the editor of the Saturday Evening Post met all mail trains at the station and started the manuscripts back on the first return trains."

And If Philosophy Intrigues You

"You don't get inspirations until you have prepared the mind to produce them. . . I could accomplish the same results again in a third of the time. . . Editorial opinion has proved fallible in many spectacular instances. . . The gap between every-day nothings in our lives and salable manuscripts is bridged chiefly by imagination."

This book now in its second printing

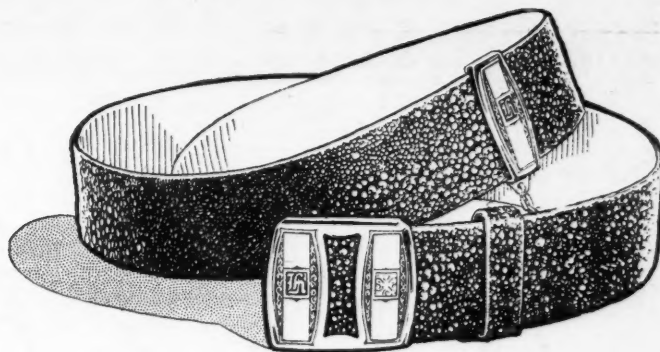
FREE-LANCING FOR FORTY MAGAZINES, by Edward Mott Woolley, \$2.60 postpaid direct by mail. Standard cloth binding. EDWARD MOTT WOOLLEY ASSOCIATES, Publishers, Department B, Passaic Park, New Jersey.

Edward Mott Woolley Associates, Dept. B, Passaic Park, New Jersey.

I enclose \$2.60 for which send me Free-Lancing For Forty Magazines, postpaid.

Name.....

Address.....



If Business is Slack with You Tighten Your Belt and Go To It!

BUSINESS organizations have *tightened their belts* during the past year. They have reduced unnecessary overhead, and the personnel they have retained must *tighten their belts* and *go to it*. *Go to it* means go after business where it is, not where it isn't; *go to it* means find the organizations who have already *tightened their belts* and are, themselves, *going to it*.

As the changed status of American business becomes clearer, the value of selective circulation in concentrated areas of purchasing power increases.

Business has definitely turned the corner for FORBES, and in succeeding issues you will find organizations who have *tightened their belts* and are *going to it* through the use of advertising space in our columns.

Devoted to Business, Finance, Business of Life, FORBES is distinctive in its approach to the executive market. FORBES is bought and used as a guide on

management, economics, finance and human relations by the business leaders of to-day and tomorrow.

Reach the 80,000 decision makers who read FORBES. Concentrate where concentration counts. The cure for slack business is to cease slacking. This is what FORBES has done and is doing. We are prescribing the same tonic that has slowly but surely turned passive acceptance into aggressive action.

Make use of selective circulation in concentrated areas of purchasing power. Benefit by the successful experience of FORBES advertisers who pioneered and benefited by their pioneering, keying their advertising and sales efforts to direct action. Advertisers want action, not alibis. FORBES advertisers get action. Check the list for the information on FORBES that you would like and we shall be glad to send it. **TIGHTEN YOUR BELT AND GO TO IT!**

Send me the following FORBES exhibits:

- ☐ A. Dept. of Commerce Survey of preferred U. S. purchasing areas and FORBES circulation count in those areas.
- ☐ B. Questionnaire analysis of FORBES circulation as to subscribers' businesses and positions.
- ☐ C. Weekly lists of preferred subscribers.
- ☐ D. Multiple and pyramiding purchasing power of FORBES readers as shown by directorships.
- ☐ E. Leadership of FORBES in community industrial development advertising.
- ☐ F. Sample copy of FORBES.

FORBES R-1
120—5th Ave., New York

Name

Position

Company

Address

City..... State.....

FORBES

BUSINESS, FINANCE,
BUSINESS OF LIFE

Published twice a month. Sold at newsstands. 25c a copy. Annual subscription, 24 issues, \$5.00. B. C. Forbes, Editor, 120 Fifth Avenue, New York.

*WHAT IS THE**A · T · & T · ?*



ALL that most people see of the telephone company are a telephone and a few feet of wire.

But through that telephone you can talk with any one of millions of people, all linked together by the web of equipment of the Bell System.

All its efforts are turned constantly to one job—to give better telephone service to an ever-increasing number of people, as cheaply as it possibly can.

The American Telephone and Telegraph Company provides the staff work for the Bell System. To it the operation of the telephone service is a public trust. It pays a reasonable dividend to its stockholders . . . and uses all earnings beyond that to improve and extend the service.

There are more than five hundred and fifty

thousand stockholders, and no one person owns so much as one per cent of its stock.

The Bell System operates through 24 regional companies, each one attuned to the needs of its particular territory. In addition, the 5000 members of the Bell Laboratories staff do the scientific work which makes it possible to improve and widen the service at least cost to its users. The Western Electric Company, which manufactures for the Bell System, specializes in the economical production of telephone equipment of the highest quality.

All these facilities are directly available throughout the entire Bell System, at any time or place. . . . Because of them, every dollar that you spend for telephone service brings you constantly greater value and convenience.

★ AMERICAN TELEPHONE AND TELEGRAPH COMPANY ★



THE REVIEW OF REVIEWS

FEBRUARY
1931

The Progress of the World

By ALBERT SHAW

The Vain Search for Tranquil Days

THESE WOULD SEEM to be days of transition and change, with life a most varied and uncertain kind of adventure. But if we bring imagination to the diligent study of any particular period of the past, we find our curiosity rewarded by the thrilling discovery that the human family was up and doing, then and there. Whether convulsion, revulsion, or mere evolution, there was always the process of change. Those long periods of stagnation and tranquillity, about which we used to read in the pages of complacent and superficial historians, never existed. Dr. Braisted and his fellow archeologists know that the ancient civilizations involved immense ranges of effort; peace-making and war-making; experiments in city building and in agriculture; anything, in short, except dull epochs of unvarying routine. Mr. John D. Rockefeller, Jr., who looks to the future and who is now engaged in several bold enterprises of reconstruction in town and in country, has also taken time to visit the scenes of scholarly excavation in Egypt and Asia Minor. He has faith in the value of the work of the men who are really finding out about those periods that antedate the more accessible records; and he is giving substantial sums of money as well as personal encouragement to research of this kind. It is the feeble and ill-nourished mind that shrinks from knowledge of what has been, and suffers from pessimistic dread of what is yet to be. It is only the mentally and spiritually hampered—prophesying of evil to come—who believe that all change in our own day must be for the worse, and who long for the "good old days" of their grandparents.

"Old Times" Were Brave But Sickly

IN THOSE GOOD OLD DAYS there was indeed a racial endowment of fortitude. Our forebears could endure the chilling blasts of winter and the heat of drouth-stricken summer with strong faith in the moral and physical value of climatic extremes. As their youthful vigor declined, and as they were crippled with rheumatism or wasted with pulmonary diseases, they fixed their hopes upon the comfort and peace of

"a happy land beyond the skies." They were not quite sure about the opinions of certain heterodox people who talked of making as heavenly a place as possible out of our own little planet. Yet, upon the whole, there was much commendable ambition; and every neighborhood had its Colonel Sellers who thought his draughty log cabin or his frail prairie shack might sometime prove to be at the heart of a predestined metropolis. Infant mortality was excessively high; but the survivors were for the most part intrepid, and fit for the hardships of their environment. Smallpox made frequent visitations, Asiatic cholera was a dread menace, typhoid was a regular visitor in all neighborhoods, and there was too often found the family's chronic invalid, or the family's confirmed drunkard. All children had measles in their turn, most of them had scarlet fever, and diphtheria was to be expected. In the lower South, yellow fever, cotton prices, and the slavery issue were ever-present concerns. Those were days of bold migration, of national expansion, of local readjustment, of theological ferment, of fanatical politics, and of a high death rate that was challenged and overcome by a far higher birth rate. Medical research had not begun; and the "germ theory" had not arisen to usher in our transforming age of bacteriology.

Studying Colonial America

WE STUDY the colonial period with fresh understanding of facts and with new interpretations. In February of next year we shall be celebrating the two hundredth anniversary of the birth of George Washington. Thanks to the scientific method now pursued in historical study, we know much more about the century in Virginia that preceded the birth of Washington than was known by the biographers who wrote about our first President a hundred years (more or less) after his birth—such eminent authors, for instance, as John Marshall, Washington Irving, and Jared Sparks. We are better informed about the early settlers, whence they came, how they occupied the land, how they lived and worked, how they arranged their community life, than was known when

Washington himself was a young man. More than three hundred years in these States of our Atlantic Coast have brought almost countless changes; yet there is sequence and firm continuity in what has happened, rather than chaotic shocks of innovation that defy logic and reason. The writer of these comments had occasion several weeks ago to recall locally the forgotten fact that in the Revolutionary period Albany County rather than New York was foremost in what we call the Empire State, while Westchester County (lying immediately north of the present New York City) was more populous than New York County (Manhattan Island). Westchester was a great agricultural county, while New York was then a small trading city. But New York, after the Erie Canal was built, developed rapidly as a center of commerce and industry, until it became in some respects the most important metropolis of the world.

Statistics
Reveal
Progress

MEANWHILE, AGRICULTURE had gone further afield, and Westchester County had become largely suburban and residential. It has today half a million people, and in due time—as part of the outer metropolitan zone—it will again have a larger population than Manhattan Island. Such typical changes are of absorbing interest for the student of social history, and also they involve rather puzzling problems for thousands of families and individuals. There is no such thing as static life in our time, any more than there has ever been in the past; and we have no reason to expect anything fixed or abiding in the future of this uneasy spheroid that we inhabit. But the processes of change may, to a great extent, be wisely guided and controlled. The common lot should surely be made better rather than worse. Transitions may not, necessarily, be turbulent or devastating. Even in Germany (read Mr. Simonds' Berlin article in this number) we will find economics getting the better of politics, in due time. Statistics at times almost overwhelm us by the sheer magnitude of the contrasts that they indicate. But statistics also reassure us by the proofs they give of better average wages, better health conditions, better diffusion of the conveniences and comforts of life, greater freedom from unduly long hours of toil, incomparably better schooling and diffusion of intelligence, and many other signs and tokens that are revealed in the findings of well-directed inquiry. Comparative statistics have become an essential guide to the nation's orderly regulation of changing conditions, and they also serve to stimulate the average rate of advance. They shame the laggards into competition with the groups at the head of the procession.

Advantages
in Using
Brain Power

THE NEWSPAPERS are so voluminous and the headlines are so startling that it is easy for the reader to become bewildered. So much wrongdoing and so much stubborn and deadlocked controversy are brought to the front that we feel, only too often, the difficulty of keeping up with what is going on, and grow weary of the haggling that impedes public action. But a determined effort to use our minds in

an orderly and intelligent way, with the purpose of understanding the really important things that are current at home and abroad, will not hurt us at all. On the contrary, it will be highly beneficial, and will tend to prolong our lives. Mr. Edison said many interesting things to the readers of our January number and the country has been commenting upon them ever since. For instance, he assured us that there is little danger that life will become too complicated because of inventions and discoveries. People can live up to their increased opportunities and advantages. As Mr. Edison puts it, "the brain—if used—has enormous capacity. People don't begin to suspect what the mind is capable of." We waste far more brain power than we use. One need not follow all the details of crime in order to know that there are certain conditions, not only in our large cities but in most parts of the country, that call for thoroughgoing reforms in the administration of justice, and also for changes in some of the laws. Every high school boy or girl can learn to think carefully about such things, with the purpose to become a useful and influential citizen. As for the great changes that are made commonly available through invention, Mr. Edison is quite right in assuring us that we can use them without making life too complicated.

Science
Opens New
Vistas

FORTY MILLION young Americans—men and women, boys and girls—would laugh at the idea that the automobile is a difficult instrumentality that hampers and complicates life. It is far easier to use an automobile than to care for and use horses, as was necessary only thirty or forty years ago. The telephone lightens labor, saves letter writing, shortens the office day, saves thousands of lives by bringing the doctor quickly, and protects property by affording instantaneous appeal to the fire department or the police. Mr. Edison is confident that there are to be great rewards henceforth for research in the fields of biology and human health; but also he declares that we have only begun to find out the possibilities that lie ahead in utilizing the mysterious forces of electricity. A general statement of this kind carries conviction when it comes from a man of such vast technical knowledge and such intellectual grasp as Thomas A. Edison. But to see the scientists and engineers, actually at work in their laboratories, brings it all home more impressively to the unscientific person who is trying to understand the tendencies of our own time. Last month, members of our editorial staff gave to readers of this periodical a glimpse of Mr. Edison himself among his fellow-workers in his famous establishment at Llewellyn Park near Newark, New Jersey. Also, an extended description was given in that number of the experiments that are going forward in the laboratories of the Bell Telephone Company. It would be impossible to find any group of men serving the public interest more devotedly than these explorers in the unknown realms of scientific truth. In this number, there will be found two noteworthy articles illustrating fields of research that Mr. Edison indicated as offering boundless opportunities for the future of America and the human family.

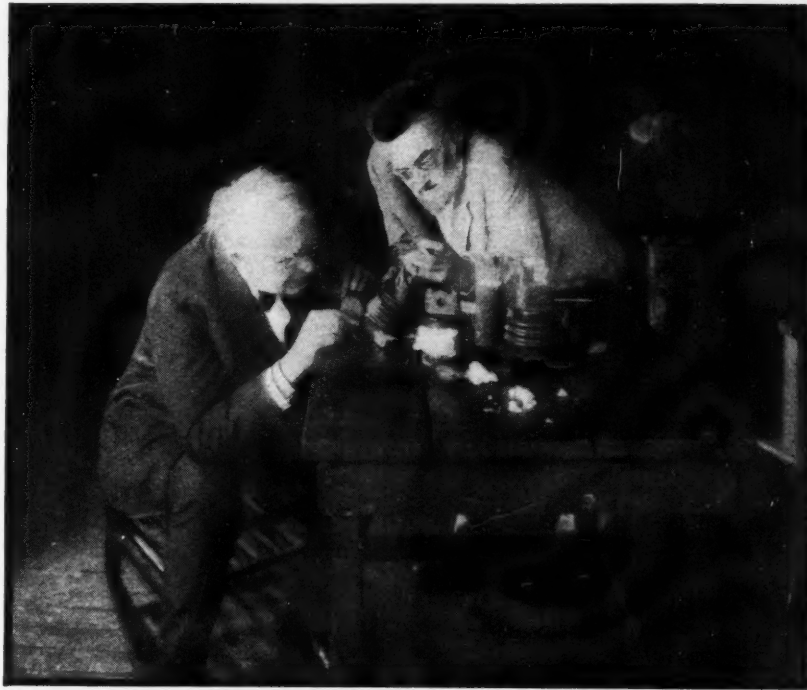
A Laboratory of Pure Science

WITH HIS UNRI-
VALLED RECORD in
the field of electri-
cal discovery, Mr.

Edison declares that, far from being at the end of our electrical innovations, we have hardly begun to suspect the possibilities of further progress in that field of scientific study. Knowing that one electrical company was spending in its scientific laboratories for research an amount of money equivalent to the income of an endowment of at least fifty million dollars, we deputed Mr. Herbert Brucker to go to Schenectady to see for himself what it meant and to write about it for our readers. There are certain politicians at Washington—not to mention some in New York State—who would answer promptly that all this mysterious kind of experimenting is only another evidence of sinister conspiracy against the common people. If one starts with the theory that large industrial enterprises are public enemies in the nature of the case, then it follows that the better work they do for us, and the more successful they are, the more resolutely we must fight them. But it is merely a matter of honest thinking and clear intelligence to ascertain that scientific discovery, when applied to practical uses, benefits the public a hundred times as much as it enriches the inventors and capitalists who make it available.

A Successful Explorer in Biology

WHEN ASKED ABOUT definite fields of research for the future, Mr. Edison laid emphasis upon "health through biology and chemistry." How work at large in this field is progressing, we shall recount in a future article. But, meanwhile, in the present number we are describing a novel and surprising instance of experiment and discovery in that very field. President Schneider of the University of Cincinnati has long been widely known for his encouragement of scientific experimentation; and one of his most brilliant collaborators is a young professor, George Sperti, who has been working in the laboratories in Cincinnati under Dr. Schneider's helpful encouragement for a number of years. Professor Sperti has found out things about certain relationships between electrical physics and biology; and he has worked out what seems to be a practical discovery in the nature of an "artificial" supply of a certain valuable though obscure food element. These gentlemen in Cincinnati are public servants of the highest character, devoting the proceeds of their discoveries to the further development of the scientific work of their University. The important thing to understand is that whether the frontiers of knowledge are advanced by research in the laboratories that have grown up around the efforts of



A MEETING OF TWO FAMOUS INVENTORS

Thomas A. Edison and Charles P. Steinmetz together form a background of lasting inspiration to their successors in the laboratories of the General Electric Company of Schenectady. There Mr. Edison established his machine works forty-five years ago. There also Mr. Steinmetz labored quietly, but creatively, with the modest title of Consulting Engineer, for thirty years before his death in 1923.

an individual like Mr. Edison, whether the research laboratories are maintained by universities, or whether they are adjuncts of great capitalized industries, the public is quite certain to be the ultimate beneficiary.

Struggling Out of the War Abyss

THE ARMISTICE that suddenly ended the Great War in November, 1918, found the United States in the midst of stupendous outlays, involving billions of dollars, that had been entered upon in anticipation of still another year of resistance on the part of Germany and her allies. These were abnormal emergency expenditures, drawing all of our national resources into the insatiate vortex of the new type of national war effort. Other belligerents wasted even more of the things requisite for normal conditions of life than did our American family. No country as yet has made a good recovery. Several have hardly begun to recoup their losses. England had employed the instrument of war as a form of imperial promotion and investment at many junctures during three centuries. This last occasion was the climax of them all. Its victorious outcome added immensely to Britain's imperial area; but military and political success has been followed by baffling economic difficulties. The modern Germany had also elaborated the instrumentality of war, with the express object of promoting imperial expansion and world trade. But the supreme adventure of 1914 brought both political and economic collapse to this structure of Germanic glory. Germany is working hard, and will slowly rebuild the national fortune—if only the German public can be kept sane and sober-minded, and persuaded to reject Hitlerism and other evil counsels.

In Germany—
Science versus
Politics

GERMANY HAS FAR MORE to gain in the next twenty years by forgetting her grievances than by remembering them. The Teutonic people have an unrivaled capacity for applying scientific principles to the ordering of their public affairs. They are poor, but they know how to get the most out of their local governments, and to use social agencies efficiently for the welfare of all the people. For several decades before the Great War, they were building up their chemical, textile, metallurgical, electrical and other industries, through scientific education and engineering research. They were leading the world in the new science of public health, through administrative applications of the work done in their medical and bacteriological laboratories. We in America have at last taken some valuable leaves out of the book of Germany's contribution to human progress. Research at Schenectady, or in Massachusetts, or in California illustrates this remark. Professor Einstein comes here from Germany to attest its truth. Much that is new and valuable is already resulting from Germany's post-war devotion to scientific pursuits. Her scholars are poor, but undaunted. Herein lies the most important means by which Germany can regain her prosperity. She is now worrying too much about the Polish corridor that segregates Eastern Prussia, and about the French army. But she has no real occasion to be alarmed, and has only to pursue the paths of friendship and peace, standing upon her agreements. More disturbing, of course, is the magnitude of Soviet Russia's Red Army, as described in one of our articles in this number. But this is a menace to Europe at large, rather than to Germany in particular. Mr. S. Parker Gilbert—now a New York financier—has been Germany's true friend and sound adviser as agent for reparation payments. Such men as Mr. Gilbert and the framers of the Young Plan should be sought by Germany in future counsel. To have conceded something in the recent Sugar Conference was more than a polite gesture by German interests—it was a worthy yielding of self-interest for world-wide advantage.

France will
Exhibit
Colonial Work

WE HAVE NOT ARRIVED at a moment when we can justly appraise the economic losses of France, as against certain gains of territory and of widened colonial opportunity. The present French army expenditures are on a formidable scale, but are purely defensive in their motive. The steady cultivation of peace, and the multiplication of external business and social contacts, will undermine militarism in due time. Let us call attention to an article in our present number on the great Colonial Exhibition that will open in May at Vincennes near Paris. No other people understand so well as do the French the art of creating shows of this kind. They are not working in Africa merely for imperial aggrandizement or political power. They are devoted to the practical aspects of engineering and agricultural development; and they know how to encourage and help native peoples without trying to upset their customs and traditions. We advise our American travelers, therefore, to put down the French Colonial Exhibition as one of the things to

see during the coming season. Motoring in France is feasible and delightful, but railroad travel is not to be thought obsolete or unpleasant. There is a welcome tendency to diminish the technical and costly annoyances of the passport and visé system. Before the war one could travel almost anywhere with freedom from these challenges in passing from one country to another. They survive, as a nuisance, from the war period. It ought now to be as easy to pass from France to Germany, whether by train or by automobile, as from Indiana to Illinois.

Great Britain
Welcomes
American Guests

WE HAVE ALSO, in this number, a practical article by one of our own editors on how to spend a vacation—or a part of one—in Great Britain. No other country offers hospitality so agreeably to the traveler who speaks only the English language as the country from which came the great-grandfather of Washington, and a majority of the ancestors of every other American President. Sir Josiah Stamp comes occasionally to this country in the rôle of a famous publicist, who helped devise the Dawes Plan and the Young Plan, who has taken a leading part in dealing with the problems of British banking and taxation, and who is active in advanced educational work, such as that which is carried on by the London School of Economics. But when engaged upon his work-a-day job, he is head of a great railroad system, and is anxious to help Americans see the historic places of the island whence came their ancestors. He can carry in his consciousness half a dozen motives, without apology for any of them. Thus, he wishes to promote travel for the success of his railroad system and its network of omnibus lines. Also, he invites Americans to visit England—quite regardless of his railways, hotels, and other facilities—because he regards travel and direct intercourse as one of the greatest civilizing influences. He preaches good will and understanding, in order to break down walls of prejudice and to strengthen the cause of peace and world friendship. The English-Speaking Union at the London headquarters advises American visitors, even though they may not have joined the American branch of the organization. It helps teachers and scholars to visit Oxford and Cambridge, and many other places of interest. All Americans who are respected at home in their own communities are quickly recognized for their qualities of character and intelligence. They may study in British libraries, play golf almost anywhere, and obtain permission to see private gardens as well as public institutions. When England regains normal prosperity, we shall put more stress upon bringing young men and young women of the British Isles to see, as return visitors, what we are doing in the United States.

Will Germany
Suspend
Payments?

ALL OTHER COUNTRIES will experience some financial tremor if a certain prediction by Mr. Simonds, writing from Berlin in our present number, proves to be accurate. He is of the opinion that whether Chancellor Brüning retains power, or loses it before the onslaught of the Hitlerites and the other chauvinists, there will be a break in the continuity of repa-

ration payments. The Young Plan does not preclude a so-called "moratorium," under certain conditions of financial exhaustion in Germany. If the annual payment is passed, the suspension ought to occur only after consultation, so that there should result a maximum of acquiescence, and a minimum of journalistic hysteria, in the creditor countries. In a situation of this kind, the great new International Bank across the Swiss border at Basle, with an American at its head, should prove useful as a mediating agency.

Again, the
Debts at
Washington

THE UNITED
STATES has never
for a moment
accepted or con-

doned the fallacy that it is Germany's business to pay off the English and French debts owing at Washington. The loans were made without any possible reference to the exaction of indemnities from the defeated country. The American taxpayer has had his own heavy load to carry—a war debt incurred mainly for the benefit of the Allies. It is preposterous to hold that the American taxpayer should pay the debts of other countries, as well as his own. But if economic conditions make it too hard for European governments to meet their annual payments at Washington, there should be no question as to their good faith and honest intention. The one thing, however, that is especially disliked in America is the idea that a solvent government like Great Britain should pay all her domestic bills out of current revenues because those bills are due, while regarding the debt at Washington as not exactly a valid obligation in the moral sense, unless England should collect certain equivalent sums of money from the people of Germany. The government at Washington has no authority to cancel the debts or to upset the funding agreements. But it could undoubtedly consent to a postponement of annual payments until trade conditions are once more on a normal basis. And that would, quite probably, be of general advantage.

Shaping Our
Railroad
System

THE END OF THE WAR found us operating thirty billion dollars' worth of American railroads as a government monopoly. We were also building and operating hundreds of merchant ships. Uncle Sam was carrying on immense enterprises of an industrial

nature, for the manufacture of rifles and machine guns, artillery, aircraft, and other kinds of war material, especially ammunition and high explosives. It was not for a year or two after the war was over that the railroad lines were returned to their owners. We had to face a serious agitation in favor of the permanent ownership and operation of the entire railroad system

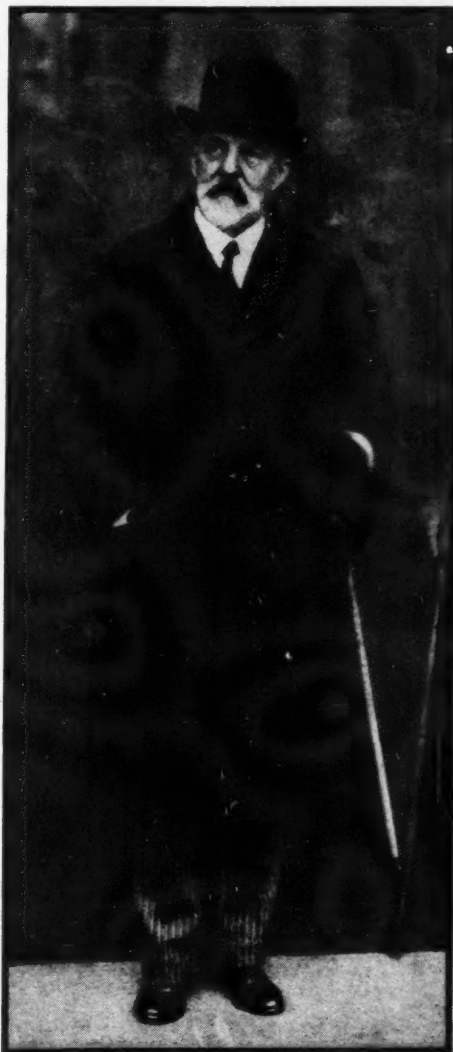
by the federal government. Politics had multiplied the number of railroad workers, and war-time methods had lifted everybody's wages to unprecedented heights—except the pay of the boys who were drafted for the Army and Navy. The fact that we did not also draft a Work Army is explained only by one word, namely, politics. To have kept the railroads, and run them as government enterprises, would have involved us in a chaos of inefficiency and an orgy of corruption. There was a tendency on the part of the public-ownership agitators to preach a dangerous doctrine of confiscation. The owners at length recovered their railroad property; but Congress in 1920 enacted new legislation for the further discipline of railway companies. They were henceforth to enjoy only a prescribed low rate of return on their investments. Excess earnings were to be shared with the government. A valuation scheme was undertaken, of a kind which no proprietor would have considered fair if applied to any other form of property.

A New Eastern
Trunk-line
Grouping

THE LAW OF
1920 provided
that the rail-
roads of the

country should be amalgamated, in such a way as to bring them into a small number of systems or groups. Ten years of discussion have brought no results as regards the consolidation program. Particular stress has been

put upon the need of reshaping the trunk-line systems that serve the Atlantic seaboard and connect with the Great Lakes and the Mississippi Valley. The Interstate Commerce Commission recently proposed five competing groups, including the New York Central, the Pennsylvania, the Baltimore & Ohio, the Erie (belonging to the Nickel Plate and Chesapeake & Ohio system), and a fifth grouping with the Wabash lines as a nucleus. But it seemed impossible for the heads of these systems to agree among themselves as to the distribution of certain strategic subsidiary lines. Last month it was announced that President Hoover, acting un-



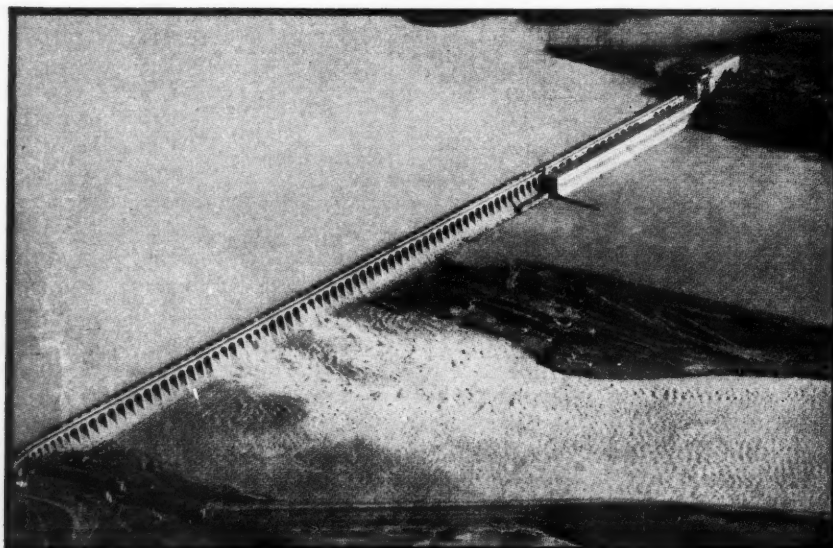
THEODORE STEEG, PREMIER OF FRANCE

Whose ministry received its first note of confidence in the Chamber of Deputies on December 18. He has been Minister of Public Instruction, and governor of Algeria and Morocco. Colonization, he holds, is creation—not conquest. He rejoices at American participation in the Colonial Exposition at Paris this year.

officially as an influential harmonizer, had brought about a virtual agreement among the four systems first named, with the fifth system eliminated from the program. It remains for the Interstate Commerce Commission, under existing law, to approve.

Our Railroads —Triumphs of Management

THE AMERICAN RAILROADS have met adverse conditions during the past decade with unexpected resources of ability in their management. Omnibus lines and automobiles have taken away much of their local passenger traffic, and truck lines have cut into their local freight revenues. They should, of course, be allowed and encouraged to operate all these adjuncts themselves, as parts of a scheme of modernized transportation. The Interstate Commerce Commission would commend itself to the business community if it should for once make a prompt and statesmanlike decision, rising above its tendency to haggle over details, and to obstruct and interfere. Under stress of sheer necessity, but also in accord with the spirit of American enterprise in the present era, the railroads have trained their own leadership. They are entirely out of politics. Their manipulation at the hands of speculative finance is a closed chapter. The anti-railroad appeals of radical politicians are but echoes of a transitional time that our younger citizens may read about but cannot themselves remember. Railroad managers today are alive to the interests of their employees, and understand that the solvency of the roads is bound up with the economic welfare of the states and regions which they serve. The present-day managements of the railroads are too public-spirited and too intelligent to justify hostile attitudes on the part of state and federal commissions. They have set an example that is helping to keep the public free from the ruinous fallacies of government operation, and from Bolshevism in general.



Photograph U. S. Army Air Corps

THE WILSON DAM ACROSS THE TENNESSEE RIVER AT MUSCLE SHOALS
This dam (4300 feet long) was built by Uncle Sam's Engineers.

Shipping is Another Public Issue

TO HAVE SAVED the railroads from confiscation and wreckage was an essential triumph for American common-sense. The leaders of railway labor realize this today, quite as fully as do the business men, the economists and the political scientists. We may hope that the less fundamental but exceedingly acute problems that are still affecting the railways may be met with intelligence. It is as hard to take the railway problem out of the hands of the political demagogues as to take fresh meat away from a hungry wolf-hound. But in the long run the public outgrows the demagogues. The shipping question has been one of extraordinary difficulty, but less available for local politicians, and of more compact dimensions. The war had put the federal government into the business of owning and operating an extensive merchant marine. Our foreign commerce had within the decade from 1910 to 1920 increased threefold. Our merchants had learned how to sell American goods in all countries, and were demanding direct service by sea. The foreign freight lines entering our ports continued to carry a great part of our export commodities, but there was a general demand for additional freighters operating under the American flag.

Uncle Sam Sells Out the Merchant Marine

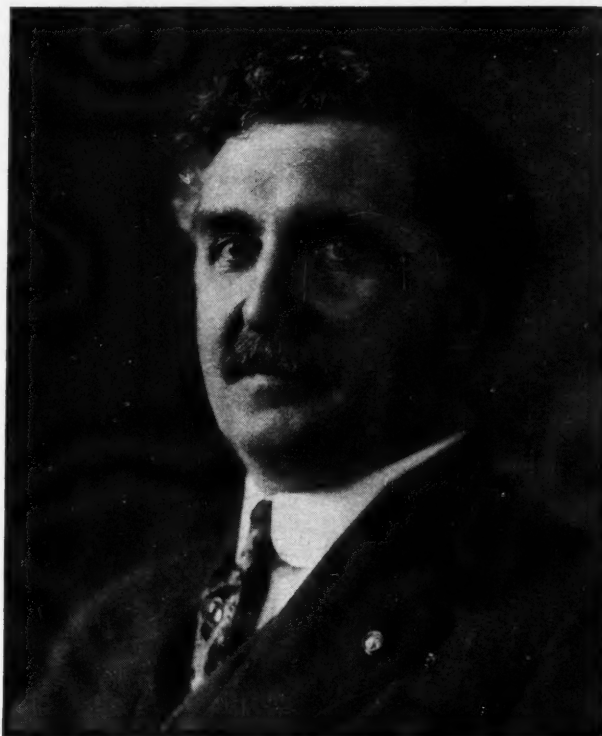
BEGINNING WITH THE autumn of 1916, we entered upon a policy of national merchant fleet expansion, this having been necessitated by the war conditions that monopolized European shipping. From that date to the end of the last fiscal year (June 30, 1930) there had been appropriated more than three and a half billions of dollars (in round figures, \$3,600,000,000) for our Merchant Fleet Corporation operated by the Shipping Board. Hundreds of ships, built rapidly for emergency use, have been scrapped or discarded. Our policy has been to encourage private operation. The Merchant Marine Act of 1928 provided for a maximum loan fund of \$250,000,000 to aid private lines in constructing ships under specified conditions. Our governmental construction was wasteful; and the government's losses involved in withdrawing from the shipping business will have run into the billions. But war efforts of this kind take the form of national insurance, and are not to be judged by the economic tests of ordinary business transactions. Practical common sense, once more applied to a fundamental issue of public policy, is getting Uncle Sam out of the ocean transportation business, even as he escaped from the danger of having to operate the railways.

Muscle Shoals As a Post-War Contention

OTHER GREAT WAR-TIME enterprises took the form of munition plants. These for the most part have been liquidated along practical business lines. Among specific investments of this kind, one of the largest was the engineering project known as Muscle Shoals which was undertaken to utilize hydro-electric power developed from the rapids of the Tennessee River at a point where that stream curves through northern Alabama. It may have cost about \$200,000,000. It was the object of the government to employ a well-known method for obtaining nitrogen from the air, to be used in the manufacture of explosives. Since nitrogenous fertilizers were also successfully manufactured by harnessing the water powers of Norway and other countries, it was the purpose of Congress to provide chemical fertilizers for farmers at Muscle Shoals in times of peace. But apart from the fertilizer industry, there is a large surplus of electrical power at Muscle Shoals available for industrial and illuminating purposes. Since it is exceedingly remote from the normal functions of the government at Washington to transmit and sell electric current to cotton mills or municipal lighting departments in Alabama and Tennessee, it was naturally supposed that leases would be made to responsible companies capable of operating the Muscle Shoals works. The United States Senate under the leadership of Mr. Norris of Nebraska has stood for government ownership and operation, not by reason of any clearly explained state of facts, but apparently on the two grounds that (1) we ought not to deal with power companies because they are bad, and that (2) we ought to seize every opportunity to flaunt the banner of governmental ownership and operation. The House of Representatives has held to a sane and reasonable view; but the Senate coalition led by Mr. Norris was in no mood to sacrifice theories. Something had to be done to break the deadlock, and it would seem that a certain irreducible minimum of the original Norris demand may win in both Houses, as a compromise.

The Senate and the Power Board

WHETHER THE PRESIDENT would accept and approve such a compromise bill, or veto it, was not known when these pages were closed for the press. Undoubtedly it would have pleased Senator Norris to have Mr. Hoover veto the bill. He wishes to associate the President with the power interests. We have a new Power Board at Washington, authorized to deal with leases on the public domain and on streams under federal jurisdiction, and also to regulate the inter-state services of power companies. A tentative Power Board had previously consisted of three members of the Cabinet with a small bureau formed to handle the details. A new act has relieved the Cabinet officers, and set up a Power Board of five members. It was provided that the earlier organization should be disbanded, and that the new Power Board should select its own subordinates and carry on business somewhat after the analogy of the Interstate Commerce Commission. The highest authority in the United States, Dr. George Otis Smith, who had for many years been at the head of the United States Geological Survey,



© Harris & Ewing

HON. GEORGE OTIS SMITH

Chairman of the new Federal Power Commission, and for thirty years Director of the U. S. Geological Survey.

was named as Chairman of the new Board. The Senate ratified the five appointments in December, and the Board at once took office and entered upon its duties. All former subordinates had resigned, but most of them were re-appointed. There were two exceptions, however, and these two became the center of the liveliest political flurry of the season. Under the leadership of Senator Walsh of Montana, the Senate decided to reconsider the appointment of Dr. George Otis Smith and two of his colleagues. But the President refused to re-submit the names. The Senate position rested upon a technical point in its own rules which had no validity elsewhere. There was no conceivable object in the behavior of the Senate except to make it appear that President Hoover, in appointing his Power Board, had intended—in some way not specified—to favor companies seeking to obtain power leases. President Hoover made a statement to the public which has such pertinence on many accounts that it will be remembered as a defense of executive functions. To characterize the Senate's conduct as meddlesome and irrelevant is to speak mildly. The President's appointments were excellent, and were made in the public interest. Neither he nor the Senate had any authority under the law to interfere with the selection of its subordinates by the Board.

Lighting Rates in the Game of Politics

AS FOR THE POWER and lighting companies, they are perfectly competent to fight their own battles. They would not advance their purposes in any useful or intelligent way by seeking the favor of a President, a Governor, or any other public official. They have only to deal with their customers, and to

satisfy the demands of an inquiring public. They must be prepared to face honest investigations, and to answer all reasonable questions. A circular was sent out to the women voters of New York just before the recent state election, making it appear that they were paying vastly more for household electrical services to the privately operated companies than householders were paying for equivalent services under the governmental system that prevails across the Niagara River in Canada. The circular was bound to awaken curiosity, and we proceeded in this editorial office to ask some questions. It did not seem reasonable on the face of things that our American companies would place themselves in so vulnerable a position. We will return to this subject in due time, holding no briefs for either side, but thinking our readers may care for the facts. In matters like this, politicians seeking high office may be committed, by their campaign managers, to statements that give only a small fraction of the truth, and that withhold essential information. Such statements, distributed on the eve of an election, may win votes, but also in the end they may return as a boomerang. If the "power trust" is to be made a presidential issue, the public will demand honest and unequivocal statements. A committee of the American Economic Association, for example, might pass upon the validity of the figures given in the comparisons between New York and Ontario.

**The Power
Issue in
New York**

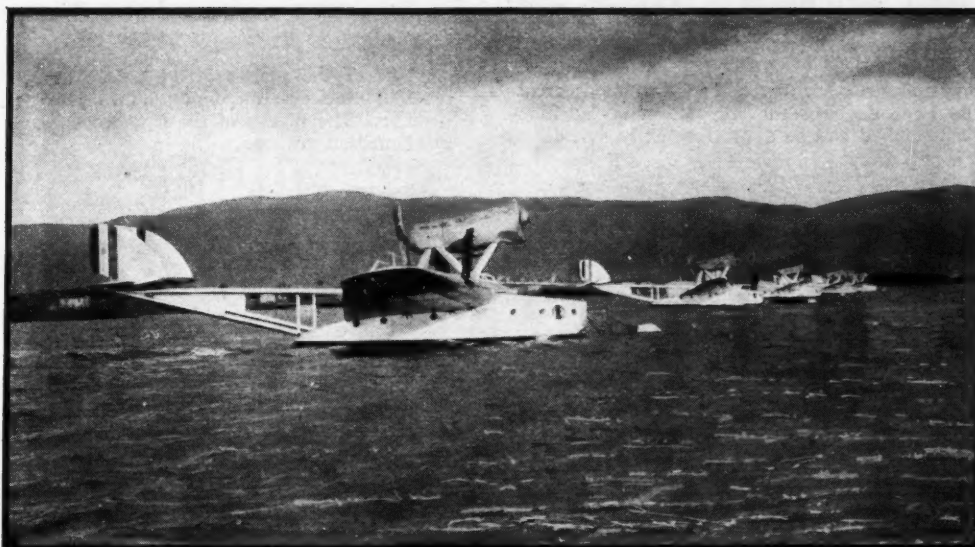
GOVERNOR FRANKLIN D. ROOSEVELT was reelected by a colossal majority. In his espousal of the hydro-electric issue as a popular campaign argument, he would seem to have departed—though not beyond retreat—from the position that his predecessor, Governor Smith, had assumed in his dispute with the Republican Legislature. It was the contention of Governor Smith that a public authority should finance the development of the great power sites on the St. Lawrence River. He believed this to be a better plan than to grant a lease of the site to a particular power company. There is no reason at all to think that Governor Smith would have favored the idea that the state itself should try to compete with existing companies by running its own service lines and selling electric current to farmers and housewives at cost. Whether the power development was to be made by public or by private financing, the electrical power as generated would under the Smith Plan have been turned over by lease or sale to private business enterprise for distribution to customers. It is understood that Mr. Owen D. Young did not regard Governor Smith's position as an unsound or improper alternative. The Republican Legislature, meanwhile, seems to have accepted Governor Smith's views. Last year it authorized Governor Roosevelt to appoint his own Commission to give final study to the St. Lawrence project; and it did not even ask to have the appointments submitted to the Republican Senate to be ratified. The Commission was duly appointed, and its sub-committees have been making their reports. It appears that these findings, by men who have studied the subject on behalf of Governor Roosevelt, have not been at all in keeping with the Governor's campaign theories.

**The Governor's
"Social"
Appeal**

FOR THE STATE of New York to go into the business of marketing electrical power by retail as well as by wholesale would be as little feasible as it would be for the state to set up oil refinery works, and try to sell gasoline to farmers at cost. As a simple matter of hard business fact, the state could not begin to make and sell gasoline as cheaply as the oil companies are doing it. Neither, in point of blunt fact, could the state of New York serve the industrial market—or even the farm and home demand—with electrical light and power to compete in the long run efficiently with the private companies that base their services upon the highest business and engineering skill. Senator Norris may talk about using Muscle Shoals to do something for the benefit of humanity; and Governor Roosevelt may have a glowing and warm-hearted feeling that the state might render beautiful "social service" by putting the profit-making electrical companies out of business. But these are matters about which Mr. Norris and Mr. Roosevelt have been impelled to take positions through political zeal, rather than through first-hand knowledge or careful inquiry. It is not likely that any influence could change the ideas of Mr. Norris, whose sincere mind works in the realm of theories. But Governor Roosevelt will doubtless, without stubborn self-assertion, yield wisely to the judgment of his own experts, who have studied the engineering problems and also those that relate to marketing.

**Bad Judges
and Corrupt
Politics**

NEW YORK CITY is again concerned with the exposure of graft and dishonesty in the local courts of justice. The old-time practice of Tammany leaders in selling judgeships to obscure lawyers is undergoing drastic investigation. In the face of proceedings for their removal, several judges have resigned. In the middle of January, Mayor Walker appointed two new ones to fill vacancies. These new appointments were meritorious, and were fully approved by the local Bar Associations. It has always been perfectly easy to find decent men for judgeships in New York. But the Tammany system of municipal government includes the barter and sale of jobs; and since decent men do not buy magistrates' places for themselves, the city has had to put up with a number of unsuitable persons clothed with the robes of authority. The Republican Legislature last month was proposing to set up an investigation of New York City affairs that would last for an entire year. It is obviously intended by the Republicans to damage the prestige of Tammany Hall, in view of the next presidential election. Many Democrats in the South and West would like to see Tammany less swaggering and dominant in the party's national conventions. The Republicans have their own differences; but their paths will be much clearer in 1932, when President Hoover will run for a second term. The Democratic party will have its troubles in trying to find candidates and to discover campaign issues. We shall talk about the Prohibition question in the March number of this periodical. No informed person can well suppose that the "power trust" can become a party issue next year.



THE SQUADRON OF ITALIAN SEAPLANES WHICH RECENTLY FLEW ACROSS THE SOUTH ATLANTIC

History in the Making

From December 12, 1930, to January 12, 1931

UNITED STATES

December

- 14.. PROFESSOR ALBERT EINSTEIN, famed German physicist, visiting the United States, urges "militant pacifism" in a New York radio address. Then he departs for California to study astronomy at the Mount Wilson observatory.
- 16.. FEDERAL JUDGE CLARK, of the New Jersey district, decides that the Eighteenth Amendment is unconstitutional in a 42-page decision. He objects to prohibition ratification by state legislatures, instead of by popular conventions. Says he: "Other judges can do as they please."
- 17.. THE SENATE foreign relations committee, 10-9, postpones the question of American entry into the World Court for a year. The President urged ratification.
- 19.. CONGRESS votes \$45,000,000 for loans to farmers in twenty-one states which suffered last summer from drought. The President approves the measure.
- 21.. THE PRESIDENT signs the \$45,000,000 relief measure, and also a \$116,000,000 emergency construction fund, making both law.
- 28.. NORTH DAKOTA's state capitol is destroyed by fire, with a heavy loss of papers and documents. Damage is set at \$600,000.
- 29.. REPRESENTATIVES of four big Eastern railways sign a consolidation agreement, under a unification plan favored by the President.

January

- 1.. THE PRESIDENT officially proclaims the London naval limitation treaty to be in effect, calling upon the country to fulfill "every article and clause."

- 2.. GEORGE AKERSON, secretary to the President, resigns to become a motion picture executive. His loss is deplored in official circles.
- 5.. THE SENATE votes \$15,000,000 for food loans to needy farmers, ignoring the President's objections.
- 9.. THE SENATE, voting 44-37, reconsiders its confirmation of three federal power commissioners—George Smith, Claude Draper, Marcel Garsaud—and demands that the President recall their nominations. The commissioners are charged with favoring a "power trust."
- 10.. THE PRESIDENT refuses to reconsider his appointments at the behest of the Senate. He issues an appeal to the American people, charging "an attempted invasion of the authority of the Executive."

ABROAD

December

- 13.. SENATOR THEODORE STEEG, Radical Socialist leader, forms a new French cabinet to succeed that of ex-Premier André Tardieu. Steeg's ministry includes eleven members of his party. Briand continues as foreign minister.
- 18.. PREMIER STEEG and his new cabinet are approved by the Chamber of Deputies, 291-284.

MUSSOLINI, speaking before his senate, blames Italian economic ills on the Wall Street crash of October, 1929. He describes gold accumulations by America and France as "congestion and indigestion."

- 19.. VISCOUNT WILLINGDON, Governor-General of Canada, is appointed Viceroy of India. He will succeed Lord Irwin, whose five-year term expires in April.

A. RYKOV is succeeded by V. Molotov as "president" of Soviet Russia. Stalin remains the real leader. Molotov is one of the three Communist party secretaries. Rykov succeeded Lenin as president in 1924.

- 24.. IN A forty-minute speech evoked by Christmas greetings, the Pope declares that no nation is "so monstrously homicidal and so almost certainly suicidal as to will a new war."
- 26.. PRINCE LOUIS II. of Monaco appoints himself dictator, abolishing his parliament. His tiny principality contains Monte Carlo, the gambler's paradise.
- 29.. EMIL VANDERVELDE, former Belgian foreign minister, denounces his country's alliance with France as useless. He fears lest Belgium be dragged into wars concerning the Polish or Italian frontiers. Vanderfelde himself made the alliance in 1920.
- 31.. ONE hundred and fifty-six thousand Welsh coal miners are "locked out" of their mines after an unsuccessful conference with employers on wages and hours of labor. Three hundred thousand German miners will be "locked out" in the Ruhr area on January 15.

January

- 8.. THE POPE issues a 16,000-word encyclical condemning trial marriage, divorce, birth control, and vicious publicity by book, stage, or radio. He asserts that the "divine institution" of marriage is being scorned "openly and with all sense of shame put aside."
- 9.. THE SOVIET budget for 1931, amounting to sixteen billion dollars, is approved by the Moscow congress. Biggest appropriation in the world, it comprises two-thirds of the entire national income. Workers will receive 17 per cent. of the national income.

UNREST

December

- 13.. A PITCHED battle between Spanish troops is fought at Jaca, near the French frontier. Royalists defeat republicans by heavy artillery fire, killing 100 and capturing 100.
- 15.. MAJOR RAMON FRANCO, popular Spanish ace, and other army flyers, "bombard" Madrid with republican propaganda dropped from the air. Then they fly to Portugal and safety.
- REDS seize San Sebastian, the dreaded Foreign Legion is brought home from Morocco on double pay, and 500,000 workers strike against the monarchy.

- 19.. GENERAL BERENGUER, Spanish dictator, in a newspaper interview, promises that before March 1 there will be a Spanish national election, a new constitution, and the end of dictatorship.

January

- 1.. NICARAGUAN insurgents ambush an American marine formation near Ocotol, killing eight and wounding two. The natives are led by a lieutenant of the elusive General Sandino.
- 2.. RICARDO ALFARO, Panama minister to Washington, is recalled to become President of his republic. A swift revolution overthrew President Arosemena, killing ten.

FLYING FASCISTS

December

- 17.. TWELVE Italian seaplanes, under Air Minister Italo Balbo, leave Orbetello, Italy, for Brazil. They stop at Cartagena, Spain, and in French Morocco and Portuguese Guinea en route.

January

- 5.. THE ITALIAN squadron leaves Bolama, Portuguese Guinea, for Brazil.
- 6.. TEN of the planes arrive safely at Natal, Brazil, a 1600-mile ocean crossing. Two planes crash, killing five. The planes of the squadron will be sold to the Brazilian government.

DIED

December

- 17.. FRANK L. GREENE, 60. Republican Senator from Vermont, Spanish War veteran, and regent of Washington's Smithsonian Institute. In 1924 he was shot in the head by a dry agent in pursuit of a bootlegger.
- 18.. HENRY ALONZO HOUSE, 90. Inventor of 300 airplane devices, and of a steam automobile in 1866. He was associated with Sir Hiram Maxim in the construction of a steam airplane twenty-three years later.
- 20.. GERRIT JOHN DIEKEMA, 71. American minister to Holland since 1929. Born in Holland, Michigan, he was of Dutch parentage. Elected to Congress in 1907.
- 22.. VINTILA BRATIANU, 63. Former premier of Rumania and arch-foe of King Carol. His plutocratic family formerly "owned" Rumania, forcing that country into the World War. His father selected the ruling dynasty.
- 24.. DR. EDOUARD DAVID, 68. President of the German National Assembly in 1919, and later minister of interior. Active in peace work, he was the only Social Democrat trusted by the ex-Kaiser.

January

- 1.. HUGH CAMPBELL WALLACE, 67. Ambassador to France, 1919-1921. He helped to negotiate the Versailles Treaty.
- 3.. MARSHAL JOSEPH JOFFRE, 78. Victor of the Marne, and beloved French generalissimo till 1916. Says General von Kuhl, a Marne opponent: "Joffre showed a fortitude that marks the truly great."
- 4.. PRINCESS LOUISE of England, 63. Younger sister of King George V. Widow of the Duke of Fife, she was called "her royal shyness" by her brother. She lived in retirement.

REV. DR. ANSON PHELPS ATTERBURY, 76. Prominent Presbyterian clergyman of New York. Author, Doctor of Divinity, Doctor of Philosophy. Great-grand-nephew of President Boudinot, who headed the Continental Congress.

MRS. L. ADAMS-BECK. Well-known author, known as "E. Barrington." She wrote "The Divine Lady" and many other works. A vegetarian, interested in Yogi doctrines, she died in Japan.

- 7.. DR. EDWARD CHANNING, 74. Harvard professor and winner of the 1925 Pulitzer Prize in American History. Son of the poet William Ellery Channing. He was completing a classic eight-volume history of the United States.
- 8.. MRS. CYNTHIA WESTOVER ALDEN, 65. Sociologist and founder of the International Sunshine Society. Sixteen states passed laws caring for blind babies through her efforts. Also journalist, singer, teacher, and author.
- 11.. NATHAN STRAUS, 82. New York philanthropist, and Jewish leader. His favorite motto declared that money given in good health is gold, in sickness silver, in death iron. Born in Germany, his father served in the Confederate army.

Cartoons of the Month

The Senate's Unfinished Business ▼ Foreign Viewpoints ▼



IF LOOKS COULD KILL

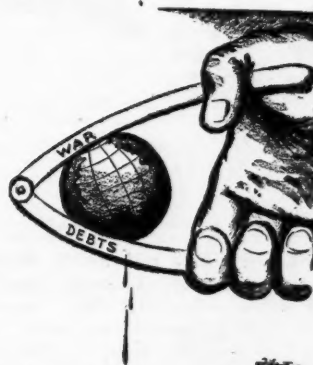
Friction between President Hoover and the Senate developed into open hostilities on January 9 when the President refused the Senate's request for reconsideration of three Federal Power Commissioners.

By Kirby, in the New York World



TOO BUSY TO WORK

By Sykes, in the New York Evening Post



HOW MUCH BLOOD IN THIS TURNIP?

By Fitzpatrick, in the St. Louis Post Dispatch



IF DWIGHT MORROW OFFERED HIS SERVICES TO A BUSINESS HOUSE

His banking and business ability would be recognized, but when he volunteered for service in the United States Senate, he was given appointments on the committees of Military Affairs, Labor, Post Offices, Public Buildings, and Printing.

By Darling, in the New York Herald Tribune © 1931

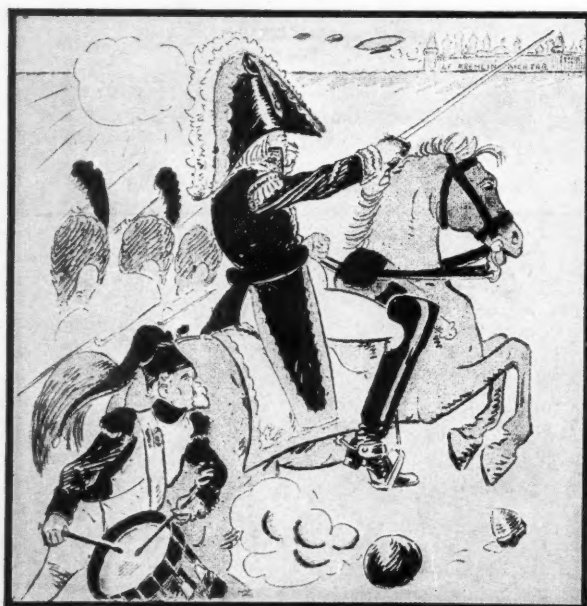




RUSSIA VIEWS HER RADIO TRIAL

The Soviet spotlight reveals the machinations of Poincaré, French statesman and capitalistic "conspirator."

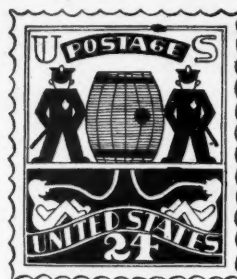
From *Izvestia* (Moscow, Russia)



FRANCE VIEWS THE RADIO TRIAL

The great Russian delusion: Briand and Poincaré leading French armies against Moscow as in 1812.

From *Le Cri de Paris* (Paris)



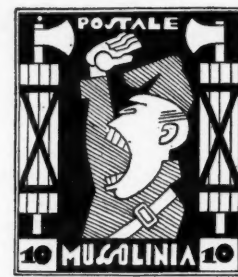
Bereinigte Staaten von Amerika:
Prohibitionsmarke



Sowjetrußland



Völkerbundsmarke



Stallen (mit scharfem Rand)

SOME PROPOSED POSTAGE STAMPS

United States (keg and cops design); Soviet Russia (crossed knout and death-axe); League of Nations (Tower of Babel); Italy (Mussolini rampant).

From *Der Lachende Sachse* (Leipzig, Saxony)

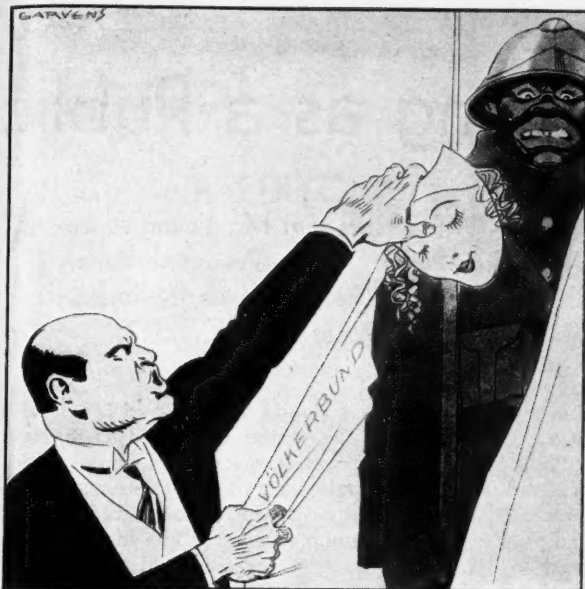
THE SOVIET trial at Moscow, broadcast over Russia by radio, has attracted wide attention. Eight engineers were convicted of conspiring against the Soviet Government with the connivance of England, France, Poland, and other "capitalistic" countries. Many believe the proceeding was staged as propaganda. The postage stamps shown on this page are intended by the German cartoonist to be particularly appropriate to the nations indicated.



GERMANS TO THE FRONT

Are England, France, and Poland relying on the German to protect them from Communist Russia?

From *Kladderadatsch* (Berlin)



"BRAVO BENITO!"

Mussolini unmasks the League of Nations, revealing a French colonial soldier.

From *Kladderadatsch* (Berlin, Germany)

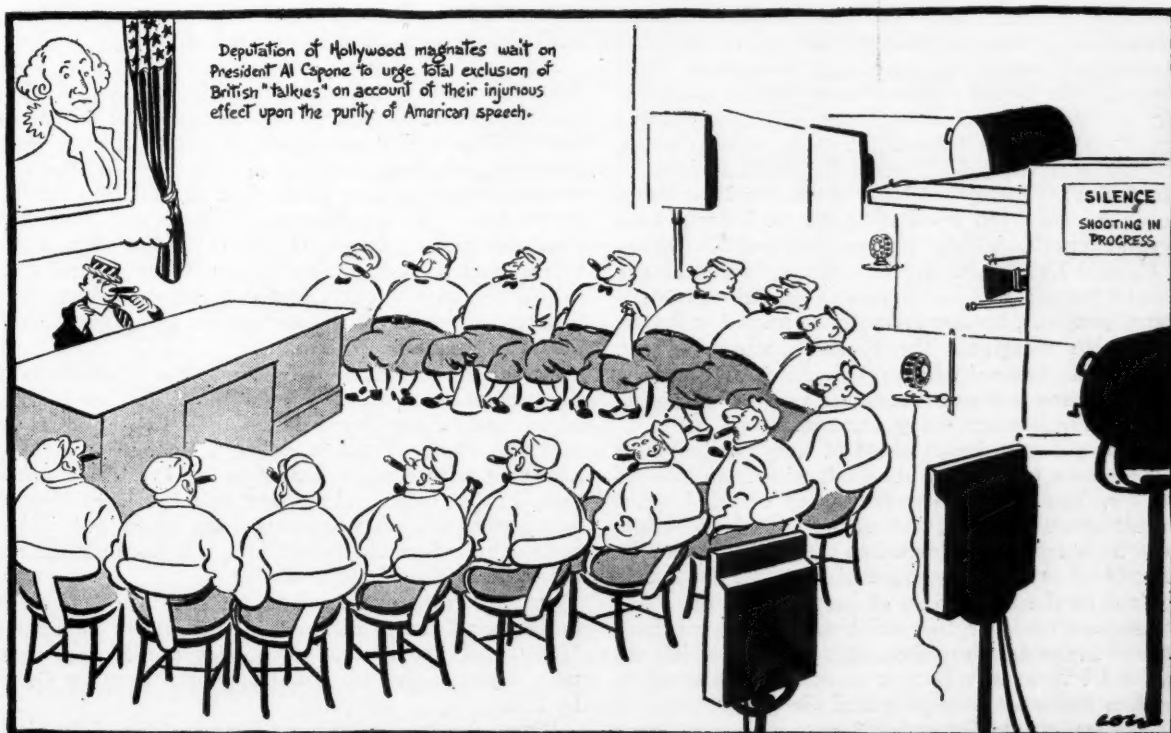


INDIA CONFERS

The delegates conjure up Dominion Status, to the dismay of poor Premier MacDonald.

From the *Evening News* (Glasgow, Scotland)

DISARMAMENT and its problems are attracting much attention in Europe, and there have been stormy sessions on the subject before a League of Nations commission. Mussolini and the Germans believe that the heavy armaments of France and her allies should be greatly reduced, although the French reply that their warlike preparations are for purely defensive purposes. Meanwhile, the Round Table Conference on India has come to a partial understanding on responsible government. The Indians are agreed on little except that they desire home-rule. Their delegation is torn by religious disagreements. Incidentally, the British motion picture industry is jealous of the prosperity enjoyed by its Hollywood rivals—as illustrated below.



A SARCASTIC PROPHECY FOR 1931

"President" Al Capone is interviewed by a group of Hollywood motion picture magnates, who fear that imported British "talkies" may ruin the purity of American speech.

From the *Evening Standard* (London)

Owen D. Young as a Public

SENATOR NORRIS hints that Mr. Young represents a sinister Power Trust. President Butler, of Columbia, says that he represents the best in American life. What are the facts?

ASSUMING THAT the President is the most widely known citizen of this republic, who would come next in the world's recognition? Not a few Americans are famous by merit, while others less eminent are equally deserving. But three names might without controversy be mentioned as outstanding: and although the three men who bear those names were born at widely separated intervals, they seem much alike in their vision of a better and nobler world, in their habit of playing their own parts diligently and well, in entire lack of personal self-assertion, in breadth of view, and in serenity of spirit. They are Edison, Young, Lindbergh.

Mr. Thomas A. Edison was born on February 11, 1847. Abraham Lincoln was thirty-eight years old on the day following the birth of Mr. Edison. Our great inventor now enters his eighty-fifth year with unfaltering faith in the capacity of the human race to go forward, applying scientific discovery to advances in the art of living.

Colonel Charles A. Lindbergh was born on February 4, 1902, and will therefore be twenty-nine years old on his approaching birthday. His transatlantic flight of thirty-three and a half hours ended at Paris on May 21, 1927. His public services have not been related solely to the epoch-making progress of aviation. His name has become a symbol for the peace-loving and progressive men and women of the younger generation, in all countries. Mr. Edison was a man of fifty-five and already world-renowned when Charles Lindbergh was born. Today they are honored alike at home and abroad, without ever having sought praise or public acclaim.

Mr. Owen D. Young was born in western New York, October 27, 1874. In point of years, he belongs to a generation exactly midway between those of Mr. Edison and Colonel Lindbergh. In his willingness and ability to render service, and in his views of social and international progress, he is worthy to be named with Mr. Edison. He recognizes the typical qualities of the younger Americans of whom Lindbergh is an example, and he assumes in his own person a range of responsibilities that makes him today a unique figure.

With people who have means of knowing just how various affairs of moment are dealt with from time to time, Mr. Young's name is never out of mind. But since his activities do not take a sensational turn—while indeed he is far more addicted to action than to public utterance—it is not every day that his name appears in headlines on the front pages of our newspapers.

It happens, however, that Mr. Young was twice characterized in the month of December in terms which not only found their way into print but also resulted in headlines that may have provoked the gentleman's responsive smile. On December 3, at a dinner in honor of Mr. Young, Dr. Nicholas Murray Butler who presided is quoted as having said: "We are hailing a public man and a person who by his personality is the foremost representative of what is highest and best in

American life. He is a public servant, and his service is a public service." Dr. Butler continued as follows: "Whether a public servant receives office or not is accidental, and if that public servant does assume office by accident, it is as apt as not to reduce a great deal of the public servant's public service!" The high tributes paid to Mr. Young on that occasion, not only by Dr. Butler but by others who could speak with knowledge of the man and his achievements, were well within the bounds of truth.

The other circumstance in December that brought Mr. Young's name into the headlines was in marked contrast. It came by way of what the president of Columbia University would call one of the "accidents of politics." It was in the quiet of holiday week, with Congress adjourned and Washington news in welcome abeyance, when—on the day after Christmas—a United States Senator from Nebraska, Hon. George William Norris, gathered the newspaper correspondents about him for a political pronunciamento. What he then and there delivered will hold its place as one of the significant utterances that are quite certain to be kept alive, until after the Presidential election of 1932.

There was nothing reticent, much less was there anything conciliatory, in Senator Norris's remarks. Among other things he denounced the machinery of the Electoral College, which he regards as making it unavailing for an independent candidate to take the field after the two major parties have made their nominations for the Presidency. "If the Electoral College was abolished [we are quoting from the report in the *New York Times*] and if there should happen to be general dissatisfaction with the presidential nominees of both parties, within ten days we could put an independent candidate in the field."

Mr. Norris continued as follows: "For example, take the present situation. We know that President Hoover is a friend of the Power Trust. We know that right now the Power Trust is doing everything it can to nominate a Democratic candidate for President. Suppose that happens, and suppose that President Hoover is renominated. A prominent man could over night become an independent candidate, if it were not for the existence of the Electoral College."

Senator Norris explained his allusion to the efforts of the Power Trust to nominate a Democratic candidate: "It is well known that emissaries are around right now, trying to line up the Democratic party for Owen D. Young."

It would require a long and tedious study of the *Congressional Record* to get the cumulative effect of the millions of words that Senator Norris has spoken against the "Power Trust," of which, apparently, he regards Mr. Owen D. Young as the most influential if

Servant

By THE EDITOR

not the most sinister representative. For about ten years Congress had been wrestling with the problem of the final disposition of the Government's wartime hydro-electric development at Muscle Shoals in the Tennessee River. Mr. Norris had through this long dispute stood as the uncompromising champion of government operation of the Muscle Shoals plant. The Senate had passed Mr. Norris's bill, while the House had favored the plan of leasing the Muscle Shoals works to a private company on terms carefully protecting the public interest. These differences between the Senate and House bills were in the conference committee stage, and a compromise agreement was expected, with Mr. Norris in part victorious. The Senator told the newspaper men that if Governor Smith rather than Mr. Hoover were President the Muscle Shoals issue would have been decided sooner and that the hydro-electric power, "instead of being given away to the Alabama Power Company, would be going into the homes of the people down there at cost, and doing some good in the world." In a final reference to the defeated Democratic candidate of 1928 (whom he had supported as against Mr. Hoover) the Senator remarked that "Governor Smith is a man who keeps his word."

Now it happens that a pending problem of greater magnitude than that of Muscle Shoals is under discussion in New York. Hydro-electric possibilities in the St. Lawrence River, separating the state of New York from the Canadian Province of Ontario, call for certain decisions. There was a difference of opinion during his last term at Albany between Governor Alfred E. Smith and the Republican leaders who dominated the Legislature. It is a matter of general knowledge—although it might well have escaped the preoccupied attention of Senator Norris—that Governor Smith relied more completely upon the opinions of Mr. Owen D. Young in regard to the public aspects of this water power project than upon any other source of information or advice. The Senator trusts Governor Smith, but dreads the spectre of Owen D. Young in politics. What then if it should appear that the Governor is deep in the plot to foist a "Power Trust" candidate upon the party with which the Senator usually votes? All such political moonshine must help Mr. Young to laugh and relax.

In the present state of electrical progress it would, of course, be calamitous to take seriously the ill-informed conceptions of a man like Senator Norris.



OWEN D. YOUNG AND HENRY FORD

From a photograph made at Dearborn, Michigan, in October, 1929, when Mr. Young was chairman at the testimonial dinner for Thomas A. Edison, upon the occasion of the fiftieth anniversary of the first electric light.

President Hoover, as an engineer and a statesman, is thoroughly familiar with every phase of the power problem. Governor Smith, as a tested public executive and a man of affairs, understands also the essential distinction between governmental functions and those of private industry. Senator Norris is simply a past master of the century-old American game of anti-corporation politics, with perhaps a sincere touch of the new Moscow fanaticism against private capital.

Mr. Young grew up in a farming district of Western New York, attended St. Lawrence University, went to Boston as a law student, and began his practice there in 1896 at the age of twenty-two. After seventeen years of steadily increasing influence and success he left Boston for New York, and in 1913 became counsel of the General Electric Company, and a vice-president in charge of the company's policies, working in close relationship with Mr. Charles A. Coffin, one of the great industrial leaders of our time. In 1922 Mr. Young in turn became chairman of the General Electric Board.

Mr. Herbert Brucker's article in the present number, although its purpose is to describe the work going on in the laboratories of pure science maintained by the General Electric at Schenectady, also gives a condensed description of the company's character as an industrial enterprise. Senator Norris is quite true in assuming that Mr. Young holds a position of high influence among the men active in the later developments of the electrical era so well typified by the career of Mr. Edison. It would take several pages of this magazine merely to recite in the most condensed way the industrial and financial undertakings in which Mr. Young has had a part, and with many of which he is still associated. The radio is one of the larger fields in which he holds a commanding place. The Federal Reserve Bank of New York, of which he is a Director and Deputy Chairman, gives him a post in which the financial world recognizes his genius for the larger problems of credit and commerce.

Senator Norris would consider the business activities of Mr. Young as in some way adverse to the public interest. But Dr. Butler, himself a publicist of worldwide standing, rightly regards Mr. Young as altogether a servant of the public good, whether sitting in a business conference or attending a meeting of the International Education Board.

WHAT IS the "Power Trust" that Mr. Hoover is thought by Senator Norris to favor, and that Mr. Young is supposed to personify? Of course, the phrase "Power Trust" is merely used to foment prejudice. In the beginning of our railroad history we had hundreds of small, detached lines, and a passenger changed cars many times and traveled on roads of various gauges in going from one part of the country to another. Our present coördinated railway service is a triumph of business energy, wholly advantageous to the public. In the beginning of the telephone service, also, we had many hundreds of small local exchanges, with two or three competing "centrals" in some towns. The unification of the telephone business, and the perfection of long-distance service is a magnificent achievement of business administration, utilizing the discoveries of scientists and engineers, and requiring immense outlays of capital. A "trust"? Certainly, in every good sense of the word. A monopoly? Inevitably so, and far better managed in the public interest than governmental telephone monopolies in certain foreign countries.

Our electrical beginnings, as regards the distribution of light and power, were also represented by hundreds and even by thousands of small, unrelated local units. Gradually these were brought together in larger groupings, for economy and for standardized service. The demand for public and private lighting, and for widely extended electrical power at low rates, has marched step by step with improvements brought about through engineering and scientific research. If the companies have profited through these betterments, the public has gained a hundred times as much as the companies.

Railroads, telephones, electrical services—public utilities of all kinds—are now under inspection and regulation by state and federal authorities. No intelligent man engaged in the industry of electric power and light can henceforth have any motive for taking advantage of the American public. The "Power Trust," then, is a phantom. There are large holding companies, but they have no mysterious character, nor could they succeed if they had sinister designs. They are constantly investigated, and will doubtless be publicly supervised

and regulated. The new Power Board, recently installed, has jurisdiction over their interstate activities.

In the very nature of the scientific and technical problems that are still to be solved, the power and light services would be almost fatally hampered if the separate state governments, or the federal government, should be guilty of the folly of taking this expanding activity under political management, and out of the hands of engineers, scientists, and men of special business training and experience.

Mr. Elihu Root and Mr. Charles E. Hughes (now Chief Justice) when out of public office and engaged in the private practice of law, were always available for calls to special public tasks of a national or international character. The same thing has for many years been true of Mr. Young. In the middle of January, for instance, he was summoned to Washington to advise the Senate committee that is studying the problem of the decline in the price of silver as affecting the conditions of trade with China. He has served in so many international activities that his name is doubtless better known among the public men of Europe than in the "wide open spaces" whence come such orators of renown as Senators Borah, Norris, and Walsh. His influential membership in the group that formulated the Dawes Plan in 1925 was followed by his chairmanship of the body of experts that framed the Young Plan in 1929, and secured its acceptance by Germany and the Allied governments. He is said to have taken the lead in the creation of the Bank for International Settlements, that may well prove to be of historic consequence in helping to distribute credit and promote commerce. He is in fact one of the chief organizers of a new world of economic coöperation, that is to supersede the old world of political discord.

Since it is his habit to render service and not to recount his doings or his occupations, the country at large has no idea of the extent of Mr. Young's past and present services in the field of education. Many are the institutions and the movements that feel themselves indebted to his unselfish interest in their affairs. University work in the sphere of scientific research has no more influential friend than Mr. Young. He is, moreover, as thoroughly devoted to the support of recondite inquiries in the fields of law, justice, and human relations, as in those of the physical sciences. His promotion of such humanistic studies is recognized at Harvard, Yale, the Johns Hopkins and other eastern institutions, but hardly more than at Chicago and elsewhere, even to the Pacific Coast.

ONE MIGHT WRITE a thick volume, each chapter devoted to some phase of Mr. Young's multifarious activities. No man's work is to be called trivial or unimportant if he is doing as well as he can with the thing that lies at hand. But where there is power of choice, a wise man uses his time, energy and resources in selecting the objects of major importance, and does not allow petty things and minor frictions to wear him out. Of Mr. Young it may be said that he has formed the habit of doing his best, and of concentrating upon opportunities that make the strongest appeal by reason of their significance. Whether he supports the research policies that bring scientific rewards at Schenectady, or labors for the solution of the problem of Germany's international obligations, he always has far-reaching consequences in mind.

His own statements are not voluminous like those of the talking group in the Senate; but they disclose his quality of mind and his mature points of view. And they show something of that perfect lucidity and that in-

instinct for literary form that Abraham Lincoln's written utterances disclose. At the opening of a radio station several years ago, he made the following observations:

"Engineers develop instrumentalities. They are not responsible for their use. Whether instruments shall be used for peace or war depends not upon the engineer, but upon the public opinion of the peoples of the world, and informed public opinion rests upon adequate communication. The cooperation of the scientists and engineers of all nations to render a service to all peoples sets an example for the politicians and diplomatists of the world. Will the politicians follow that example?"

At the University of the State of New York he made an address from which we may quote the following paragraph paying tribute to the laboratory scientists:

"I salute the workers in physical research as the poets of today. It may be that they do not write in verse, but their communications are of such lively interest that they are on the front pages of our newspapers and command space in our cultural periodicals. They appeal to the imagination of us all. They contribute the warming glow of inspiration to industry, and when industry pulls their ideas down from the heavens to the earth and harnesses them for practical service, it too feels that it is an important actor, not only in the making of things, but on the larger stage of the human spirit. There may be enough poetry in the whirl of our machines so that our machine age will become immortal."

Mr. Young was in California last summer when the World Power Conference was in session at Berlin. Since Senator Norris and other politicians of his school have declared that the Power Trust is to provide us with the principal issue in the next Presidential election, we would advise them to invade the enemy's country to secure oratorical ammunition. For the small sum of eighty-five dollars they can buy the twenty-one volumes in which are comprised the full reports of that Berlin Conference, including general addresses by such scientists as Professor Einstein. With the operation of Muscle Shoals as his own moral responsibility, Senator Norris will have at hand—in these amazing volumes that disclose the results of research by several thousand scientists and engineers—full proof of the intellectual resources of this formidable public enemy. Speaking from San Francisco Mr. Young sent the following message on behalf of the American industry:

"Gentlemen of the World Power Conference: The electrical manufacturers of the United States congratulate you on the interchange of ideas and experience which is taking place in Berlin. Science knows no national boundaries. It jumps frontiers as easily as my voice. Exploration is our most fascinating activity. The application of new discoveries to our needs is our most productive occupation. Just as the greatest wealth of earlier times came from geographical exploration, so the resources of our time are being vastly enlarged by scientific discovery. Voyages into new domains, whether they be in the atom or in the heavens, bring back richer cargoes than the gold and spices of the Indies. These new explorers plant no flags to evidence national dominion. New lands in science are the property of the world. Faraday, Volta, Ohm, Ampere and Edison, are as universally recognized and acclaimed in the field of science as Dante, Montaigne, Goethe and Shakespeare are in the field of literature. All have displayed great constructive imagination. Each was skilled in his art. The scientists multiply the capacity of the human arm by increasing the power at its disposal. The authors amplify the capacity of the human brain by enlarging its horizon and stimulating its action. You who represent the electrical industry everywhere are the trustees of the ideas and achievements of the scientific geniuses of the world. As such it

is your duty and your privilege to set them most usefully and most widely at work. Please accept my heartiest congratulations on your great undertaking. I wish you all success."

Finally, if certain Senators have read the reports of Mr. Young's Lotos Club speech of December 3, they will have discovered that he is a dangerous man on another score, that of international bias. He frankly admits: "As between great nations I should hope for breadth of view and sympathy of understanding":

"Our economics are necessarily international because of our interdependence on each other. Our politics on the other hand are national—increasingly so in every country. The first is forcing itself through frontiers towards an integrated world; the other is building up man-made barriers around a much larger number of political units than existed before the war. . . . In some European countries, the question is being seriously discussed of providing economic parliaments in addition to political ones in order that men especially qualified for the handling of these difficult economic problems may deal with them."

WHILE THIS SOLUTION would take such questions as railroad mergers and hydro-electric development out of the hands of our present parliamentarians at Washington, we do not think that Mr. Young had any particular statesmen in mind. It is true that he also remarked: "It has been suggested that if a holiday of armaments is good, a holiday of parliaments would be better. Here again it is the uncertainty which political action threatens that paralyzes economic efforts in this world recovery." Although Senator Borah, in view of his insistence upon getting the Seventy-second Congress speedily organized in a special session, might think that Mr. Young was looking toward Washington in a concrete way, it is plain enough from the context that he was talking about parliamentary bodies in general, and was not meaning to reflect solely upon the United States Senate as a chamber whose vagaries were tending to paralyze economic recovery.

The General Electric Company is dealing with the problem of unemployment by insurance, in a manner described in this periodical last month. In an address last June Mr. Young declared:

"It is ridiculous to speak of unemployment as a necessary condition of human society. It is nothing more than a maladjustment of its machinery. It is a blot on our intelligence. It is a drain on our sympathy. It is a promoter of charity which affects disadvantageously both those who give and those who receive. Some day we shall learn to do better, but we must learn it soon."

Unemployment caused by labor saving improvements must be met by creating new industries. So-called seasonal unemployment may be remedied by better business planning. As regards the more difficult world condition that now prevails, Mr. Young declared: "Cyclical unemployment may be alleviated by the methods in which the President has so courageously shown the way, and in which this industry [National Electric Light Association] is so effectively cooperating." That Mr. Young should support the President of the United States in his non-partisan efforts for the national welfare at moments of emergency, would seem to several others besides Senator Norris to furnish another ground for grave suspicion. Is it not an affront to a certain element in the Senate for any man of influence to be merely useful and sensible, in times of fuss and fury like these? Such queries by an onlooker might be continued; but our space is not as unlimited as that of the *Congressional Record*.



These two buildings in Schenectady, New York, house the General Electric research laboratory.

Facts About the General Electric Company

THE GENERAL ELECTRIC COMPANY manufactures and sells electrical apparatus and supplies. It was chartered in 1892, being a merger of the Edison General Electric Company (the old Edison Machine Works) of Schenectady, and the Thomson-Houston Electric Company of West Lynn, Massachusetts.

General Electric's main works are in Schenectady, where large generating machinery, motors, and a vast quantity of miscellaneous goods ranging from arc-welding machines and aircraft lights to refrigerators and insulating compounds are made in the world's largest electrical works. It has also two factories in West Lynn, Massachusetts, where smaller generating outfits, motors, meters, and an electrical miscellany are produced. In Pittsfield, Massachusetts, it makes transformers, lightning arrestors, materials having to do with the transmission of electric power, and again a miscellany.

Electric locomotives, air-brake equipment, and a further miscellany are manufactured in its plant at Erie, Pennsylvania. In Fort Wayne and Decatur, Indiana, it makes small motors and small electric machinery, such as traffic signal control equipment. In Bridgeport, Connecticut, it makes wires, and fans as well. In Philadelphia it makes switch gear of all sorts. In Bloomfield, New Jersey, it makes industrial control devices. At Oakland, California, it manufactures transformers, induction motors, and switchboards. More insulated wires come from its York Wire Works in Pennsylvania, and electric lamps are made in places as widely scattered as Bridgeville, Pennsylvania; Buffalo, New York; Cleveland, Youngstown, Niles, and Warren, Ohio; East Boston, Massachusetts; Harrison and Newark, New Jersey; Oakland, California; Providence, Rhode Island, and St. Louis, Missouri.

Since its beginning thirty-eight years ago, General Electric has grown to include as subsidiaries the International General Electric Company, the export division which owns substantial interests in electrical companies abroad, notably in France, Germany, and Holland; and the Carboly Company, which produces and sells a hard cutting material evolved in its research laboratory. It is associated with the

(Continued on page 87)

Scientific Research

BEYOND the uttermost limits of today's pure science lie the secrets of tomorrow's industry.

LET THE LAYMAN picture to himself a research laboratory like that of the General Electric Company, and he usually sees a place where brainy gentlemen with predilections toward science juggle mathematical formulae, dynamos, and test tubes to produce spectacular wonders like artificial lightning or television. With secret knowledge and mysterious skill they make new marvels appear on their worktables, much as magicians draw coins out of the noses of gaping onlookers.

A visit to Schenectady, New York, where the General Electric laboratory may be found, confirms this. When the writer went through it a "Merry Christmas and Happy New Year" sign flashed on mysteriously as he approached a door. When he tried to enter, the massive portal would not budge at his push. But three knocks on a round brass plate bearing the G-E monogram, followed by six more, made it swish open by itself. Inside was a penny on a brass tray, which set off a strident gong when barely touched by fingers seeking to pick it up. There was also a radio, which when switched on produced not a sound. It merely caused an orange neon lamp to glow—in other words it made visible sound. This lamp, placed before an opening in a wooden box, suddenly made an attached loud-speaker play the radio's original music—audible light. There was a candle, set before the open end of a black tube. When one sought to light that candle with a match, a blast of air would suddenly blow from the tube, snuffing out the match long before the candle could be lit.

The list of wonders that have come out of this research laboratory could be extended indefinitely. The outside world would marvel, and sum it up in the words modern magic. Yet it seems to the writer that the popular conception is wrong. The word magic is an injustice to the men who work there. Magic is the combined religion and learning of primitive man. It is more remote from modern science than the medieval credulity which, when the Borgia Pope Alexander VI died, whispered that he had been talking with the devil himself. Magic works with rites, incantations, tabus, and the casting of spells. It is the direct opposite of what goes on in Schenectady.

One wanders down corridor after corridor in the laboratory's two large buildings, glancing into room after room. They are bare, save for work benches and a seeming confusion of wires, pipes, lights, tubes, glass in odd shapes, and bits of machinery. The scientifically ignorant eye sees there little different from the drab equipment of a college science laboratory.

It is the university that, to this observer, best explains industrial research as practiced at Schenectady. Listen for a moment to Dr. Willis R. Whitney, director of the

at Schenectady

By HERBERT BRUCKER

laboratory. You will find him near the entrance of the main building, where characteristically his spacious office is adjoined by a workroom. It was in this unpretentious and business-like chamber that the writer asked Dr. Whitney around what the laboratory's work centered. He answered:

"What we are trying to do here is to push forward the boundaries of knowledge."

Dr. Whitney himself is, in appearance, neither pres-tidigitator nor professor. By his clothes, from blue suit to immaculate starched collar, you cannot tell him from a business man—an impression that the squar-ish face and intensive glance reinforces. Yet, perhaps because of the glasses and high forehead, there is something of the inquiring scholar too in this dynamic person.

"Our work here requires specialization," he continues. "People in colleges tell me that there is too much specialization. I don't think so. We are learning so much and in such detail nowadays that the human mind cannot retain it all. And we cannot accomplish anything here unless we go out to those detailed edges of knowledge, and beyond. It is our business to explore out there. The research man, to me, is crawling out further and further on the limb of a tree, whose leaves and branches grow as he goes on."

"Take an example. I have been reading at home the book of a man who has been experimenting on rats, cutting out parts of their brains, to see how it affects the constructive part of their minds—the ability to learn, and so on. Well, the surprising thing is that he found the rat with half its brain out learns more quickly than one with a whole brain—and that the same rat learns more quickly minus some of its gray matter than it did before. The explanation, probably, is that the half-brained rat has fewer inhibitions to hold it back. Anyway, the fact itself is something new learned."

As Dr. Whitney's mind progresses from point to point with an almost audible snap, the confused impressions one has gathered on a tour of the laboratories crystallize. Here at Schenectady industrial research means,



HYDROGEN IN ACTION

Investigations in pure science, intended to improve electric lights, ultimately led to welding with atomic hydrogen.

THE THYRATRON

Dr. Irving Langmuir (left) and Dr. Albert Hull with the tube they developed. Marvelously useful things can be done through its sensitive control of great electric power.

first of all, exploration in pure science, whether or not any practical end is in view. In fact the major achievements have come from scientific curiosity wandering about the unknown at will, with no thought of commercial utility. W. D. Coolidge, one of the staff members known all over the scientific world, has been investigating cathode rays for several years. He is still doing so, though after all this time the General Electric Company finds few purchasers for cathode ray equipment. Cathode rays are capable of producing frozen light; they cause scabs on a rabbit's ear, kill germs and fruit flies, cause new chemical reactions, and so on; but beyond the measuring of certain electrical phenomena they have found little practical use to date. Yet Dr. Coolidge and his assistants go on, digging out the unknown facts as to what the rays are and how they work.

Once the laboratory has finished investigating some hitherto untraveled corner of science, its interest is likely to lag. The task of putting the knowledge thus gained to practical use, in the form of new or improved electrical apparatus, is usually turned over to the company's development engineers. These men are the Edison's of today. They, rather than the researchers, are inventors. They take bits of new knowledge uncovered by researchers, and fit them to man's use. Then, their work ended, still another group of General Electric engineers must labor on the invention before it reaches the world outside. Its production must be refined until



DR. W. D. COOLIDGE

One of the famous staff of the General Electric research laboratory, prominent in the perfection of the X-ray. For some years he has been working on cathode rays.

it can be turned out uniformly and profitably in mass manufacture.

Thus the research laboratory is only part of the complete picture. It may on occasion produce or refine some bit of apparatus until it is nearly ready for the user. But for the most part it leaves development and engineering to the other General Electric laboratories—the engineering, testing, and illuminating laboratories at Schenectady; the lamp laboratory at Cleveland; the Thomson Research Laboratory at Lynn, Massachusetts, where the 200-inch mirror for the world's largest telescope at Mt. Wilson in California is being built; and the high-voltage laboratory at Pittsfield, Massachusetts, where Steinmetz's three million volts of artificial lightning have grown to ten.

WHAT THE LABORATORY means to the world outside is shown by the electric lamp. Edison first produced a practical incandescent light in 1878. It had a carbon filament, burning in a vacuum. By 1900 an authority declared that this lamp had been developed so far that it could never be much improved.

In that year the General Electric research laboratory was founded. Before long it had learned that by coating the carbon filament with metal, its lighting efficiency increased by 20 per cent. Long experimentation by the same Dr. Coolidge now occupied with cathode rays evolved a method of making tungsten ductile. Tungsten was a hitherto rare and exceedingly brittle metal, which by no stretch of the imagination could be drawn into the fine wires necessary for an electric light. But now ductile tungsten again increased the brilliancy of light given out by the same amount of electric current. And again men in a position to know thought that lamp development had gone its limit.

Then Dr. Irving Langmuir began some fundamental investigations, and when three-fourths of the preliminary investigation was done a commercial usefulness became apparent. Experimenters beginning with Edison had tried using gases in light bulbs in place of the vacuum, but they had not worked. The outcome of Dr. Langmuir's researches was that dense, inert gases, like nitrogen and the hitherto unused argon, gave a more brilliant light. Also the blackening of bulbs, which cut down the lighting power of vacuum lamps,

was slowed down to one one-hundredth of what it was. Further refinements, such as the tipless bulb, frosted on the inside, gave us the electric light of today. It gives ten times the light for the same current as that carbon lamp of thirty years ago that was held beyond improvement.

Some inkling of what research has done for us here is given by the estimate that the light we now use would cost us *four billion dollars a year* more than it does, had there been no change in the old carbon-in-vacuum lamp of 1900. This figure is calculated at present electric energy rates, on the basis of what carbon lamps of the same light output as modern ones would cost.

Or take it another way. You now pay 20 cents for the Mazda C lamp (the one whose development has here been traced) of 40 watts. Ten years ago a 40 watt lamp would have cost you 40 cents, or just twice as much. When tungsten filaments were first introduced it would have cost you \$1.50. Lamps before that, with carbon filaments, were measured in different terms. The 16 candlepower, 55 watt bulb of 1900 cost 25 cents, and the 16 candlepower, 100 watt bulb of 1880 cost \$1.00. More than that, you would have had to buy two and a half of them to give as much light as the one you buy now. Thus what you get today for 20 cents would have cost you \$2.50 in 1880.

The name Mazda, by the way, was adopted by the General Electric Company to denote a standard of efficiency and quality in incandescent lamps. It is also used by other companies licensed to use General Electric patents. Mazda was the ancient Persian god of light and knowledge.

The Mazda C lamp might be called the last word in electric light. But the Schenectady scientists point out that it probably isn't. It has still only 8 per cent. of the theoretical maximum lighting efficiency!

CURIOS IT SEEMS to the outsider that a commercial organization is willing to support research in pure science, when no one knows beforehand whether any practical use is ever to come out of it. No less curious is it that, in the aggregate, this should be so profitable.



LIGHTING A 1000-WATT LAMP WITH A MATCH

A demonstration of how, through the photo-electric cell and the thyatron, the infinitesimal energy given by the light of a match can control powerful electric currents.

It has been estimated that about one-quarter of General Electric companies' sales in 1928 was in new lines or new apparatus—like refrigerators—developed in the decade since the War. That is of course a spectacular figure, necessarily inaccurate as a measure of research. It does not reveal how much, in dollars and cents, came from pure research in the laboratory, how much from other sources of scientific knowledge, and how much from engineering development work in other laboratories of the company. But it does indicate the vital necessity for research in industry.

Sometimes dollars and cents flow out of the scientific worker's wanderings beyond the boundaries of known scientific fact in an entirely unexpected way. When Dr. Langmuir was searching through the possibilities of gas-filled lamps, one study was the loss of heat of a tungsten filament in hydrogen. He learned that at a high temperature the hydrogen gas was changed from the molecular to the atomic state. The molecular state is more stable, and when two hydrogen atoms recombine to form a molecule intense heat is liberated. Langmuir experimented more, learned more, and then went on to other things. But the results of his excursion into this particular corner of pure science remained. And now it has been used in perfecting welding by the atomic hydrogen process. If that is only a name to you, visit the metallurgical showroom in the Schenectady laboratory, and see there the welds of aluminum, silicon-copper, and a dozen other metals. No one has welded these in a commercially practicable manner before.

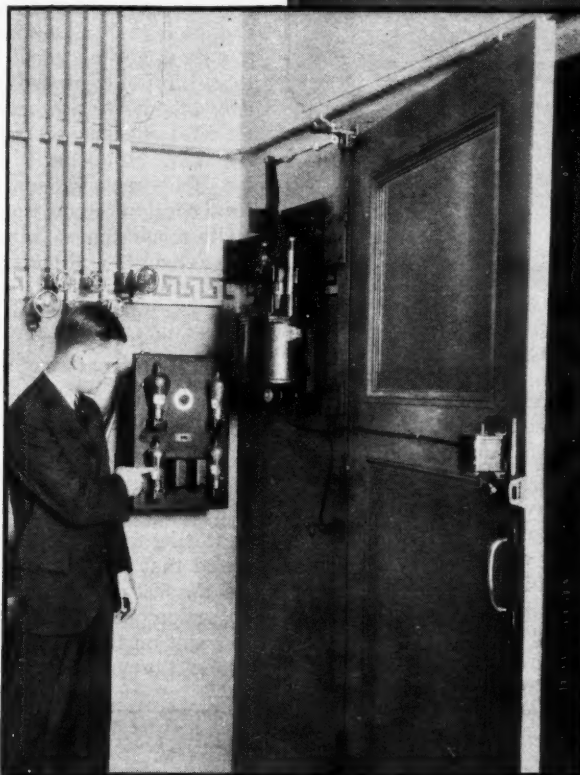
As you read this, one young researcher in the laboratory is finding out all he can about the noise made by swiftly revolving bodies. He was interested in the vibration of turbine rotors particularly, and has already found things being adopted in manufacture. But incidentally he has begun to suspect the existence of hitherto unknown truths about the vibration of reciprocating parts—and it may be that the automobile you buy five years from now will be far quieter and smoother in the driving, because its crankshaft embodies something of what this young man learned in seeking to improve the efficiency of electrical generating machinery.

So it goes. Some such story, often fascinating to trace from its beginnings in scientific curiosity, lies behind most of the new things that have come out of this laboratory and into our homes or factories. The list includes besides those already touched on the magnetite electrode for arc lamps, twenty years old and the only remaining rival to Mazda C for street lighting; the Coolidge X-ray tubes, now preferred to others; vacuum tubes of all sorts; the loud speaker which improved electric phonographs and talking movies; the Tungar rectifier for battery charging; the Langmuir vacuum pump; the calorizing of steel; the invention of water



KEYS ARE USELESS

But the proper number of knocks on the plate here pointed out will cause the door to fly open by itself.



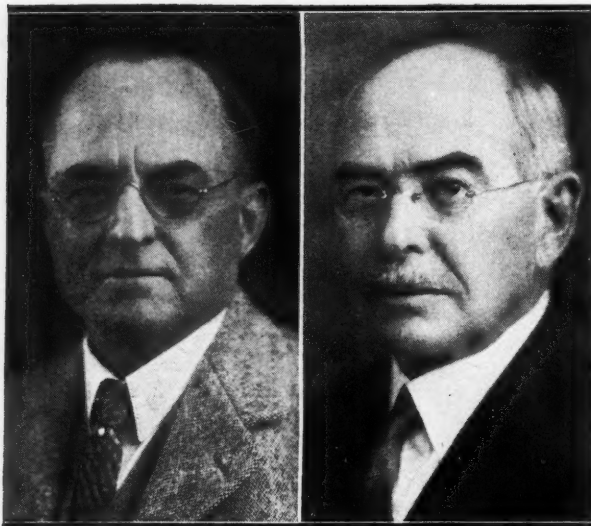
THESE DO THE WORK

The thyratron tubes which make possible the automatic opening of the door above. Further research in the possibilities of these tubes is now the major activity of the Schenectady laboratory.

japan; self-lubricating Genelite bearing material; sheath wire with mineral insulation for heating elements; heat-resisting Calite alloy; and an improved tungsten carbide cutting tool material. Consider a few of them:

Dr. Langmuir's vacuum pump, which you may see in operation in many of the laboratory rooms where pioneering is now being done, makes the degree of nothingness that remained in the electric light bulbs of thirty years ago seem a life-giving supply of air by comparison. Imagine an enormous belt of sand, one thousand feet wide and ten feet deep, stretching 2500 miles across the continent from New York to San Francisco. Then imagine it shrinking suddenly before your eyes until in two seconds a tiny thread, two grains of sand wide and one high, is all that is left. That indicates how rapidly and to what an extent this pump can exhaust a vacuum tube.

High speed tool steel may mean little to the layman, who does not know that much of America's manufacturing efficiency depends on the speed and precision



Willis R. Whitney

E. W. Rice, Jr.

TWO FOUNDERS OF RESEARCH AT SCHENECTADY

Dr. Whitney is director of General Electric's laboratory, and has been since its beginning thirty years ago. Mr. Rice, now honorary chairman of the board, was instrumental in launching this experiment of industrial backing for research in pure science.

with which machine parts can be cut with it out of exceedingly hard metals. When the laboratory had perfected ductile tungsten a German scientist made a hard metal of it by certain combinations. The laboratory in turn made new improvements, to produce what they call Carboloy. In a deliberately exaggerated test a tool-steel cutter failed in sixteen seconds. The carboloy cutter was still going strong when the test was stopped after an hour.

Electrical engineers must have good insulating materials as well as good conductors. It is not enough to have wires to carry electricity and metals to put it to work; one must also have insulators to keep the current from wandering off the job and into mischief. So another problem came to the research laboratory—and remains with it, for as electricity finds new uses, new insulators must be found to resist heat or conduct heat, to resist abrasion or to wear down at an equal speed with metal parts, to be flexible, resist acid, and what not. Recently the laboratory put ground mica and lead borate together to make an insulator for the high frequencies of radio. Also it put mothballs and glycerine together to make another basis for insulating material.

But of all the experiments now occupying the laboratory perhaps the vacuum tube will in the end mean most to those who read this article. The vacuum tube is nothing but the great-great-grandchild of Edison's carbon incandescent light. We know it directly in the row of bulbs which makes the home radio set go. Less surely do we know that it also makes it possible to telephone from New York to San Francisco—or Buenos Aires; to hear as well as see the movies; and to have television in the experimental but successful form of today.

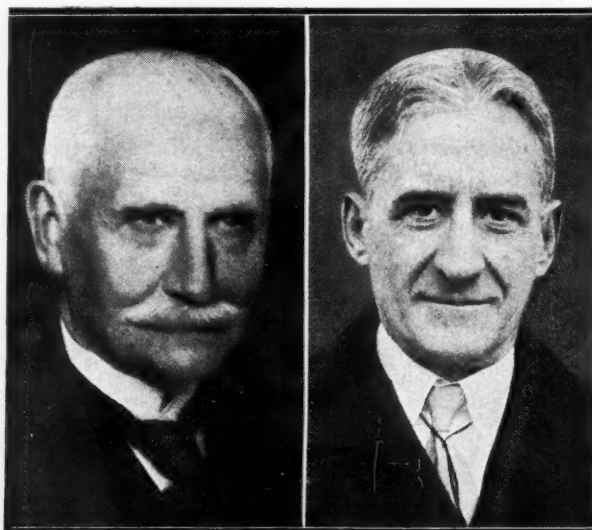
The vacuum tube began when Edison noticed, in his less successful lamps, a delicate blue glow between the bases of his filaments. Years later the distinguished line of Fleming, DeForest, Langmuir, and others gradually found out what this so-called Edison effect was—a stream of electrons—and found ways of putting them to work with more and more control and efficiency. This

process still goes on—which explains why the laboratory's major activity today is with all sorts and conditions of vacuum tubes.

These tubes serve, in electricity, a purpose like that of the ordinary water faucet in plumbing. They turn current on and off, and do it with a sensitivity of control that shames the hair-trigger. They have been made practical and efficient for radio, the talkies, and similar devices in which they have to control only a small electric current. The vacuum tube, for example, picks up the infinitesimal energy of radio waves, and in accordance with their directions modulates the current in the radio set.

Naturally engineers want to find ways of doing the same thing with more powerful currents. Hence the significance of the candle-lighting demonstration referred to at the beginning of this article. When the visitor is asked to light a candle, only to have match, candle flame and all blown out by a mighty blast of air, he is getting proof that the fly-power energy contained in the light of a match is enough to set in motion a twenty horse power motor. So far already have the General Electric scientists, notably Dr. Langmuir and Dr. A. W. Hull, carried this development. This particular tube—not a vacuum tube, but its cousin, a gas-filled tube containing mercury vapor—is called the thyatron. (The name comes from that language which combines Greek words and electrical purposes into what Dr. Lee de Forest has called Greco-Schenectady.) The thyatron has pushed on the growth of vacuum-tube usefulness, which began with the thousandth part of an ampere of electric current, up into the region of thousands of amperes. What that will mean in new devices for man's use, or in the extension of familiar things like the transmission of power, can now only be guessed.

ONCE ONE HAS REGISTERED on the commercial profit that eventually comes in from the puttering about in pure research, it is easy to understand that the General Electric laboratory now houses nearly 500 workers, 300 of them scientists. It is easy to understand why from \$1,500,000 to \$2,000,000 a year is spent on this laboratory (a figure which does not include the vast sums spent on research in the other



Charles A. Coffin

Gerard Swope

PRESIDENTS THEN AND NOW

The late Mr. Coffin was president of the General Electric Co. from its founding in 1892. Mr. Swope is president today.

laboratories and engineering offices of the company).

What is less easy to understand is how even an aggressive American manufacturing company in 1900, when industrial research was practically unknown outside of Germany, had the foresight and courage to pay out cash for so remote a thing as research in pure science, where one never knows until after the work is done whether it will be of commercial use or not.

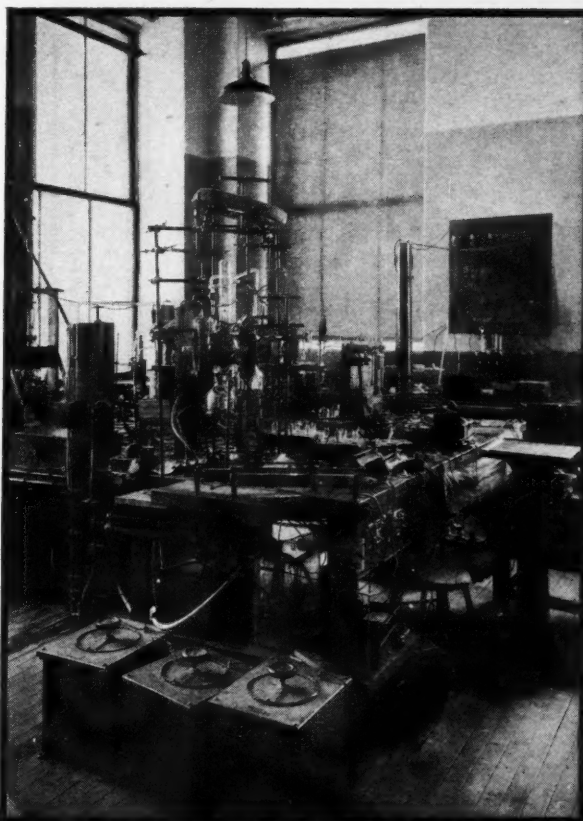
THE ANSWER lies, chiefly, in three men. One was the late Charles Steinmetz, known to all of us as the man who made artificial lightning. This German scientist joined the General Electric as consulting engineer in 1893, when the firm for which he was working was taken over by that company. Though Steinmetz is popularly known for his experiments with lightning, which have materially improved high power transmission lines, he was primarily a mathematical genius. He was responsible for theoretical calculations, of vast benefit to electrical engineers, which have since been verified by experiment.

At the turn of the last century Steinmetz and two others laid their heads together. They were A. G. Davis, vice-president in charge of patents, and E. W. Rice, Jr., who was then senior vice-president in charge of engineering and is now honorary chairman of the board. To the latter belongs the chief credit for swinging a hard-headed board of directors into line behind experiments in impractical things. Eventually they called in Willis R. Whitney to direct the laboratory. Whitney was a young Massachusetts Institute of Technology instructor, a graduate there and student at Leipzig and Paris. He went to work in a one-story, shed-like building in 1900.

By 1904 Dr. Whitney and his three assistants had to move to larger quarters, and eight years after that the laboratory was housed in its own seven-story building. In 1926 still another six-story building was added, and now the visitor can cross from one to the other by means of a covered bridge on an upper floor. Both appear much alike. From the outside they look as though they might be the administrative buildings of some large organization, and on the inside, as mentioned earlier, they resemble the laboratory rooms of a scientific school.

Both buildings together total 195 rooms. In each of these rooms workers have at hand city water, river water, illuminating gas, compressed air, vacuum, high-pressure hydrogen, low-pressure hydrogen, oxygen, live steam, low-pressure steam, vacuum cleaning, distilled water, and a switchboard offering up to 250 kilowatts of electricity. Should current of 20,000 amperes, pressure of 200,000 volts, or temperatures between plus 3000 and minus 200 degrees Centigrade be required, they may be had in the laboratory as standard equipment. Offices are in the same building, as are shops with expert machinists, glass blowers, and other artisans to produce such instruments as the scientists may require. There is also a library containing everything necessary in reference books and technical journals. Frequently the laboratory's work appears in those journals; for its achievements, instead of being closely guarded, are published almost immediately.

Most of the activity of the laboratory arises within its walls. The researchers themselves, in other words, determine what they want to do. Every now and then comes a request to produce some new kind of paint, for example, or to find out why a certain turbine bearing insists on wearing out, or how a particular transformer



THE BIRTHPLACE OF YOUR LIGHT BULBS

The worktable of Dr. Langmuir. From this table have come the Mazda C lamp, which saves the public billions a year in light bills; the high-vacuum power tube, the heart of radio broadcasting; the thoriated filament which gave radio receiving tubes their present efficiency; and atomic-hydrogen welding.

can be kept from overheating. Such work is gladly done. But the center of its life remains research in pure science.

When the writer asked Dr. Whitney to tell what in his laboratory struck him as most important, the crisp voice gave a surprising answer: universal peace and the young.

"Universal peace is a long way off. But science is bringing people closer together everywhere. Only last week I read of Germans, French, English, Dutch, Spanish, Italians, and others getting together to discuss—what? The best method of keeping a pole from rotting in the ground. Now, when you get nationalities together discussing things like that, why not get them to discuss other things? That is coming, even if it is a long way off.

"But more important than that—the young people. They are the only ones worth talking to. You can write an article for older persons, but it won't do any good. Suppose you write an article telling me something. I'm sixty-two, and the most that article could do would be to entertain me. It's only the young who would really do something about it. Get a young chap about seventeen interested, and he'll get something done.

"Our job here is to find out things that were never known before. And that's where the young people come in. Far from thinking that scientific truth is pretty well known, I believe that never in the history of the world have there been more opportunities, or more favorable opportunities, for finding out unknown facts that are of benefit to mankind."



Ewing Galloway

CHARLOTTE, N. C., AND ITS MANAGER, R. W. RIGSBY



We Learn to

SCANDALS in city government did not vanish with the days of Tweed—as Chicago and New York have learned in recent years. But other cities have shown how to do away with them.

burg, and Roanoke, in Virginia; Ashtabula and East Cleveland, in Ohio; and Charleston, in West Virginia.

The two biggest cities in the list, Cleveland and Cincinnati, held city elections in November,

UNCLE SAM has now finished counting our 122,700,000 noses, and finds that we are becoming steadily a nation of city dwellers. Almost all the 16 per cent. growth in the decade since the 1920 census is urban—including suburban, which shows the most phenomenal increase of all, thanks no doubt to the automobile. And in these ten years we have made a good deal more than a 16 per cent. advance toward learning how to live in cities; for we have found out how to organize city governments that are both democratic and efficient, and that stay so, and we have found out how to plan and control the physical expansion of cities in the interest of making them tolerable places in which to live.

The political reformers of the United States who gather at the annual convention of the National Municipal League believed, in 1920, that they had found the correct solution of the problem of how to organize our American city governments. In 1931 they are convinced that their thesis has now been proved by ample experience.

Their solution is the city manager plan of municipal government, now in effect in 442 cities and towns, including some big ones—Cleveland, Cincinnati, Rochester, and Norfolk. It is a familiar saying that "a reform administration is never reelected." But here are cities working under this modern form of government, where reform administrations have been continuously reelected for as long as sixteen years thus far, with no visible probability of serious interruption in the future. Dayton and Springfield (Ohio) have had this plan since January, 1914. Other cities have had it for ten years or more, like Berkeley, Pasadena, Long Beach, and Sacramento, in California; like Grand Rapids and Pontiac, in Michigan; Petersburg, Portsmouth, Norfolk, Lynch-

burg, and Roanoke, in Virginia; Ashtabula and East Cleveland, in Ohio; and Charleston, in West Virginia. The two biggest cities in the list, Cleveland and Cincinnati, held city elections in November, 1929, in which the forces of reform triumphed for the third successive time. By a reform administration I mean one that is not the creature of the local political machines, one where contractors or franchise seekers have nowhere to go except to the City Hall, where "influence" is substantially unknown and where appointments are made and appropriations distributed according to merit regardless of politics.

In earlier decades, in these 442 cities, such reform administrations were occasionally seen shining as bright spots in sordid political histories. Cincinnati had just one—a famous one—under Mayor Hunt about 1910; and Cleveland was distinguished and solitary among American cities by achieving an irregular run of them—explainable as an exception that proves the rule, for it was attributable to the vivid leadership of a single man. Against that background of failure as the normal condition, the success of these city manager cities in uniformly getting good government immediately upon the adoption of the new plan, and keeping it through election after election, is an arresting phenomenon. When the city manager has come in, the politicians have gone out. Experience shows incredibly few exceptions.

The original theory of the plan still holds good after years of try-out. The idea is based on making politics so bare and simple that the whole inattentive but well-meaning mass of the voters can easily see all the cards and play them. The voters elect a small council, usually of five members, who are authorized to hire from anywhere in the country a city manager to serve at their pleasure as their agent in directing all the department heads and paid employees of the municipality. The ballot is usually non-partisan—the candidates are not labeled "Republican" or "Democratic"; and a town in Republican Pennsylvania has gone so far as to elect

Manage Cities

By RICHARD S. CHILDS

a council of five men whose political affiliations happened to be Democratic.

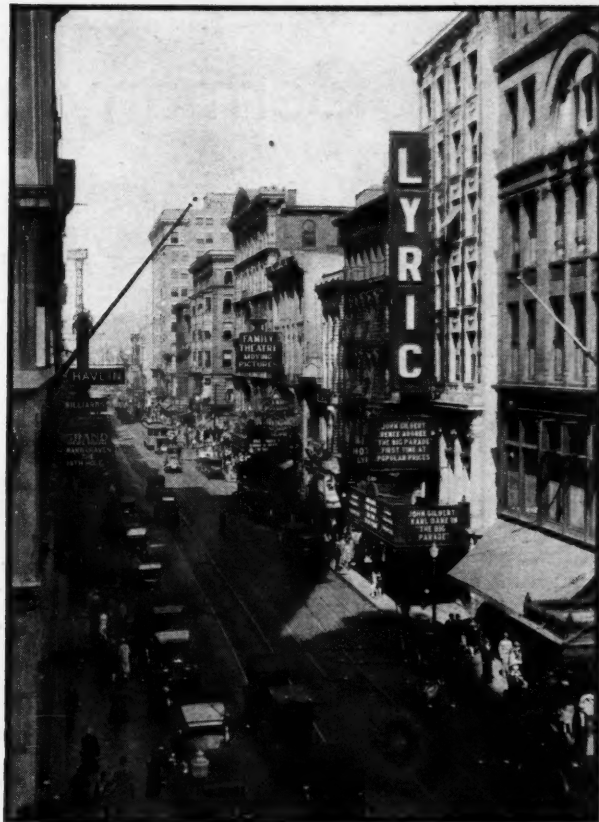
Nomination is by petition, anybody can run, and enough responsible citizens come forward to provide good pickings. The voters go to the polls and each voter picks his own pet five, a simple task that comes easily within his information and his range of convictions. The citizen who has voted the same ticket for forty years, thereby blindly endorsing any party hack the inner clique offered, votes for men whose political connections he may not even know; choosing in whatever may be his individual way on the basis of his confidence in certain candidates who, he feels, are somehow his own kind. He can choose freely for such reasons, for his candidates are not to be anything but representatives, and the question of whether the candidates are skilled in municipal technique need not enter into consideration.

So laboring men, women, clerks, bankers, lawyers, and business men, who were never "in politics" before, find their way into the council just because they enjoy a wide acquaintance and are widely trusted, beating men who boast that they "have the machine behind them." Having become councilors without so much as tipping their hats to the boss, they shock the boss by picking a city manager on his merits, who has nothing to do with local politics. In 60 per cent. of the cases the manager comes from out of town. School boards have been quietly hiring superintendents in that way for many years.

There are now more than a hundred city managers who are in their second city. About a score are in their third or fourth city. And one, Carr of Fort Worth, came to that Texas city after nearly fifteen years of service successively in Cadillac, Michigan; Niagara Falls, New York; Springfield, Ohio; and Dubuque, Iowa. Indeed, such is the demand for experienced city managers that smaller cities sometimes complain that they are losing good managers who, on the basis of a brilliant record, get whisked away at the call of larger cities at larger salaries. The profession of city managing is thus securely established. The City Managers' Association has held fourteen annual conventions and publishes a monthly magazine for the exchange of ideas



C. A. DYKSTRA MANAGES THE CIVIC AFFAIRS OF CINCINNATI



Ewing Galloway

among its members. Several universities now offer training for city managership.

Ohio is a politician-ridden state—a poor place, one would think, to start non-partisan government. But Dayton, one of the pioneer cities to adopt the plan, has for sixteen years had a city hall that is as business-like in atmosphere as any office in town. The personnel of the Dayton administration usually changes only by promotion, and the city manager has come up from the ranks. Changes in the membership of the council have never brought change in the managership, nor disturbed the continuity of the service. It was an occasion for newspaper paragraphs there recently when the City Attorney warned the City Manager that the latter had been spending a certain \$5 a year illegally!

A leading firm of consulting engineers in the Middle West announced several years ago that it quoted estimates to city manager cities at 20 per cent. less than to cities with other types of government, because it had found that in manager cities it could survey a problem, obtain dependable facts, make its recommendations, and collect its pay with so much less lost motion.

The most romantic achievement out of many before-and-after stories is that of Knoxville, Tennessee, where the old political régime passed along a deficit to the incoming city manager government. Within six months the new administration was showing a surplus. As the end of the first year drew near, it announced that there was 10 per cent. more revenue than needed, and that this incredible dividend would be refunded to the taxpayers. One of the old officials raised a chuckle around town by denouncing it as "playing politics."

Generally speaking, the distinguishing features of the city manager administrations are: freedom from politi-

(Continued on page 100)

Germany in Upheaval

By FRANK H. SIMONDS

UNREST GRIPS the world; and before recovery can come, Germany must be stable. Mr. Simonds here explains from the inside—he is in Berlin—why the Germany of 1931 is not stable

LAST MONTH I briefly sketched my first impressions on returning to Berlin after an absence of three years. In the present article I shall set down the results of a month of intensive study, of talks with leaders of business, finance, politics, with the men who are guiding German fortunes in an hour of acute crisis—of a crisis which has not yet passed, and can hardly cease to give cause for apprehension for many months to come.

If you ask the question—"What is wrong with Germany?" the answer is bound to come in a threefold form. Germany's troubles are economic, political, and psychological—the first two inducing the third in many ways. Germany suffers today from an economic depression which is world wide, from a political system which is peculiarly German, and from a state of mind which is the consequence of all the experiences through which the German people have passed since the Armistice of more than twelve years ago.

On the economic side there is little to be said which is not equally accurate when one analyzes either the British or the American phenomenon of the present hour. On the basis of population, Germany's four million unemployed represent a higher rate than the two million of Britain or the five or six of recent American estimates. In all three countries caring for the unemployed has put a severe strain upon national and local finance. Everywhere there are hunger and cold; suffering is general, unmistakable.

Yet neither in the United States nor in Britain does this phenomenon, new in America, and unhappily become chronic in England, constitute any menace either to the political stability of the institutions at home or to the general sense of the security of peace abroad. President Hoover and Prime Minister MacDonald come in for daily attacks, the Republican and Labor parties are similarly punished in elections. But what the discontented say in Washington does not produce apprehension in Ottawa. And in the larger sense we have no domestic social problem.

By contrast one has to say at once, avoiding all exaggeration

to be sure, that similar economic phenomena in the Anglo-Saxon and German countries have produced utterly dissimilar consequences. In Germany the political institutions of the republic have been challenged. In Britain and America the discontented and numerically growing elements are loudly demanding adoption of international policies which could only bring disorder, and might even bring danger.

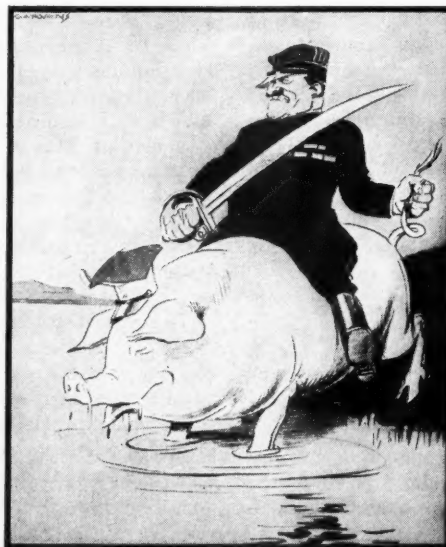
The explanation of the difference lies in the fact that despite his own discomfort, neither the Briton nor the American has any sense of political hopelessness at home or of international persecution abroad. He does not believe that because he is an American or a Briton this fact of itself condemns him and his children after him to enduring misery.

However momentarily depressed Americans are, they are satisfied that in one year, or at most in two or three, prosperity will return. The idea that any one nation or group of nations could or would undertake to keep us down would awaken more amusement than anger. And if the Briton is more pessimistic, his feelings are directed against incompetent rulers and inadequate political parties. He does not feel himself a slave nor his country a victim of foreign forces.

By contrast the beginning of all comprehension of contemporary Germany must be the perception of the extent and intensity of the double sense of national and international helplessness. Untold millions of Germans believe their present state is the direct consequence, first of the last war and then of the deliberate purpose of his conquerors to keep him always in a state of weakness. In reparations, he feels himself exploited. In disarmament, he is acutely conscious of being helpless while encircled by a wall of bayonets. In German minorities now included within the frontiers of many neighboring nations, he discovers from the daily press ever increasing tales of suffering, persecution, abuse.

And in the near background of all present emotion is the memory of the years of post-war blockade, military occupation, in the Ruhr and Rhineland alike, the inflation crisis, of the circumstances which for the German made the World War a torture which lasted not four years but ten.

With the Dawes Plan in 1924 came a temporary pause in pessimism. Locarno followed, and Germany went to the League of Nations with a dawning hope



From *Kladderadatsch*, Berlin.
AS GERMANY SEES HER POLISH FRONTIER
There is strong resentment at French support of Poland's ambitions—Poland being the pig.



From *Der Wahre Jakob*, Berlin.

HITLER'S FASCIST PARTY IS ACCUSED OF CAPITALIST SUPPORT

German Fascist (to German Big Business): "Didn't you make your money profiteering during the War?" "Yes," replies Big Business, "but I've been using it to support Hitler, your leader." "Then all is well," the Fascist agrees.

that it might there obtain release from the worst of its miseries. There was the brief period of Stresemann, of new talk about disarmament, of the protection of German minorities abroad, of reconciliation and co-operations.

But Stresemann died, occupation continued, disarmament made no progress, the plight of German minorities was unchanged. A new sense of being deceived, as complete as that which followed the translation of the Fourteen Points into the Treaty of Versailles, developed. Already before the economic depression, the old feeling of isolation returned, the old sense of persecution in a new measure.

Then the blow fell. Business depression came swiftly, abolishing all advantages of the Young Plan, bringing

back much of the acute suffering of the war—and post-war years. A nation-wide sense of hopelessness settled down. Germany, millions felt, had done her best, struggled briefly upward from the terrible plight of 1918-23 only to come at last to a fresh and final disillusionment.

There is the picture as it existed last September, when the election to the Reichstag suddenly disclosed to the whole world a Germany in upheaval. A Germany in mental and moral revolt appeared to be giving itself over to men and slogans which were the unhappy repetition and echo of the Germany defined by its enemies in all the long period of war and post-war propaganda. Germany, it seemed, was going nationalistic, militaristic, chauvinistic again.

Six Million Fascists

NO CONCEPTION could perhaps be at once more inexact and more cruel than this interpretation of the meaning of the September election. Beyond all else it was the voice, not of design, but of despair. This despair was the fruit not only of the psychological and the economic, but of the political discomfort.

For ten years Germany had labored under the most incredible of all impossible political systems. There were not two parties but a dozen considerable ones, and another dozen minor or splinter parties. Men differed as between republican and monarchical conceptions, but the republicans quarreled amongst themselves over all economic and social issues. All government, every cabinet, became the price of incredible bargains and horse trades, questions of minor patronage, quarrels over religion. Issues between capital and labor—all were hopelessly jumbled.

Meantime every cabinet had not only the impossible task of governing at home, but it was confronted with the necessity to face victorious enemies, to agree to accept peace terms shattering to all German sense alike of right and reason, to submit to reparation payments, which took the form of blood money in the eyes of the millions of Germans who were suffering and continue

to suffer. The mass of the German people not only expected government to provide efficiency at home but to protect German interests and rights abroad. But every government was equally helpless in the face of political division at home and utter material impotence abroad.

There again you have the background of the election of last September. It was a moment of moral and economic depression, after ten years during which the country had been flooded and submerged with literature of the propaganda sort retailing German wrongs, proclaiming the purpose of the other countries to reduce Germany to slavery and impotence. Suddenly there were raised the voices of Hitler and Goebbels, of a score of young and eloquent men, bidding Germany throw off the politicians who had betrayed her, repudiate the reparations obligations and the treaties which held her down. It was a voice of hope raised in an hour of despair.

And it swept into the Fascist ranks literally millions. It was primarily the movement of a young generation of men and boys under thirty-five, who had not made the war, who had not known the horror of the trenches, who were too inexperienced to know how weak a

disarmed Germany actually was, how unable to retake lost provinces or challenge armed nations. But this voice also roused other millions, men and women of the classes which had been permanently ruined by the revolution and by inflation, the old nobility, the little shopkeeper. It was a voice which skilfully touched upon every phase and form of this complicated and inextricable mixture of personal, economic, political, and national evils.

There was in all this movement something strongly reminiscent of the Bryan movement of 1896 in America, and of the earlier Boulanger affair in France. But there was also a significant reminder of that great German awakening of 1813, which broke the force of Napoleon at Leipzig and completed his ruin at Waterloo. The Fascist program was a combination of conceptions such as one might acquire by an accurate report of interviews taken in an insane asylum. It was equally determined to restore German might and to revive medieval practices in respect of the Jews.

YET IT DID instantly, generally, catch the popular sense. It swept into the same voting camp millions of all classes and conditions, who were agreed upon the fact that what existed could not continue. It was the expression of the despair and the revolt of a vast fraction of a people. Without the economic crisis, such a revolt would probably have been if not impossible, relatively insignificant.

As it was, more than six millions of Germans, one in every six who voted, went Fascist. The Hitlerites increased their totals from 12 to 107, but they did something far more dangerous, they instantly gathered to their side the old Nationalist party with its three millions of voters, broke the back alike of the Stresemann's old People's Party and the liberal Democratic party. When the smoke of battle cleared away there were only four parties left, the Fascists, the Roman Catholics, the Social Democrats and the Communists.

In fact there had been a revolution, and government in the old form, by the old combinations, was become impossible. Party government; itself, was in the strict sense of the word out of the question. Whatever else happened there were only two possibilities—a dictatorship designed to save the republic, to preserve domestic order, to protect German position and credit abroad, or a dictatorship modeled upon the Italian fashion, which meant revolution at home and could mean difficulties abroad leading perhaps to new invasion and fresh occupation.

In this crisis Germany found men and a method to postpone, if not permanently to exorcise, the danger of a violent dictatorship. Under the German Constitution,

the Prime Minister (Chancellor) can certify projected laws to the President and the President sign and proclaim them as emergency laws. Thereafter the Reichstag may reject them, it must have the chance, but otherwise they endure as laws.

In the new crisis, the Bruening Cabinet, which had made the election and sustained a moral defeat beyond exaggeration, decided to hold on. It was assured of the support of President Hindenburg. Through control of the Prussian Government, the Social Democrats and the Roman Catholics controlled the police. The army was at least neutral, with the generals unmoved by the Fascist storm.

As the Reichstag met, the whole country was faced by the necessity to enact new taxes, to readjust administration expenses, to provide for relief for the hungry, generally to set German finances in order to endure the inevitable crisis which the winter and economic depression brought. Thus the Bruening Cabinet resolved, although now it was not a responsible government in the sense of possessing a safe majority, to put through by presidential decree all the complicated emergency legislation, to preserve order, to reestablish German credit abroad by domestic legislation, and foreign confidence by giving proof of German order.

In all of this there was a gigantic gamble. Always it was possible that in the end the Reichstag would succumb to the Fascist, Nationalist, and Communist attack, for all three parties made a common cause. The very program itself involved new hardships and fresh burdens. It was always possible that big business, at war with organized labor, might again as so often, give its aid to the camp which made open war on the Socialists.

In the end, in late December, by a scant but safe majority of forty in a house of nearly 600, the Bruening Cabinet pulled through. It challenged all the various and discordant groups of revolt to throw it out, to repudiate the decree laws, and after days and hours of incredible tension and moments of real peril, the mob was halted. The program for the sanitation of German finances, for the guaranteeing of German credit was suffered to stand.

Thereafter by a swift and wise stroke the Bruening Cabinet put through an adjournment. This postpones until February the next battle, which will come over the budget, where almost certainly Bruening will have to resort to the methods of the dictator. Meantime, as I write at Christmas, a sort of truce has followed three months of conflict. The victorious cabinet occupies the field of battle. The honors of the engagement are with it and there is a growing feeling that it may be equally successful in the next engagement.

"It Cannot Last"

IT WOULD BE dangerously easy to exaggerate this confidence. Beyond any question the Fascist movement continues to grow and spread like a prairie fire. The bitter opponents of the Hitler camp assure me that if there were a new election today, the 107 Fascists of September would swell to 200, the 74 Communists to 100, the parties which are sustaining the cabinet, chiefly the Roman Catholics and Socialists would suffer material losses, while the other parties would be well nigh wiped out.

If unemployment continues to mount rapidly, if the winter is cold, if human misery and popular discon-

tent are increased by economic circumstances, there is common agreement that the February crisis will be more acute than that of October or December. In the end it may even be possible to take Fascism into the Government in the double hope that, faced by responsibility, it will be restrained and discredited.

But both calculations are little reassuring. Even in the government, to be sure, the Fascists would find it hard to start a real domestic revolution, to repeat Mussolini's march on Rome, since they would be unlikely to risk foreign complications by any rash act. But the

(Continued on page 100)

FROM AN ATTIC laboratory in Cincinnati comes an epic of research that enables man to get the good and reject the bad in the ultra-violet ray.

Putting Vitamins Into Food

By CHESTER MORTON

GEORGE SPERTI of Cincinnati is just thirty years old. He is a full professor and the head of a laboratory. But most striking of all is the fact that he has just sold an idea for a goodly sum, reputed to be a quarter of a million dollars, plus royalties to come. Professor Sperti does not himself receive the money; it goes to his university for further research.

Ideas are not readily evaluated in terms of money, and although it is certain that Professor Sperti's invention will be worth much more than its selling price, it is impossible now to say what its worth will be in terms of human life and health. The application of the theory which has been sold concerns the effect of light on foods. The purchaser is the General Foods Corporation of New York; and the two chief uses to which the invention will be put are the preservation of foodstuffs and the investing of them with the important vitamin D.

The story begins some eight or nine years ago when Professor Sperti was a student in the College of Engineering and Commerce at the University of Cincinnati. The college is coöperative and is the creation of Herman Schneider, its dean, now president of the university. It was his idea to combine the teaching of theory with practical application.

Each student alternates every four weeks between the classroom and a job. For instance, a man who is studying building construction works on an actual building job, and must make steady progress in his job just as he does in the classroom.

Professor Sperti studied electrical engineering and was employed by a local utilities company. There he came in contact with a problem which confronted light and power companies. That was the lack of a meter to measure accurately the amount of useful electricity consumed by large factories. The young student became absorbed by the problem and after much study and thought he devised a new meter—on paper. That is, he worked it out mathematically and then showed the plan to his employer.



GEORGE SPERTI
Who used the quantum theory of physics to put vitamin D into food.

HERMAN SCHNEIDER
President of the University of Cincinnati, whose support enabled Mr. Sperti to work out his theory.

The utilities official was skeptical at first. It seemed hardly probable that this young student had solved a problem which had baffled older and more experienced scientists. But that was exactly what Professor Sperti had done. The meter was successful, so successful, in fact, that it was purchased by the Westinghouse Electric Company.

It was this invention which first called attention to the young scientist. President Schneider became interested in the young man and there began then the partnership which has resulted in important discoveries. When Professor Sperti completed his engineering course of five years he was offered a position with a prominent commercial firm, but the president persuaded him to stay on at the university for graduate work in physics and mathematics.

President Schneider had long wished to establish a laboratory to study the application of physical laws to biological material. He did not regard the various sciences—physics, chemistry, bio-chemistry, medicine, biology, zoölogy, etc.—as distinct fields separated from one another by high fences, but rather as merging into one common ground. And in the young scientist he was sure he had discovered the man to found the laboratory.

In the beginning, it was a one-man affair. There was no space for such a laboratory and funds for it were negligible. Mr. Sperti was installed in one small room

in an attic used for janitors' quarters, and he made much of his own equipment. As time went on several persons were added to the laboratory staff—there are now some twenty-five scientists, both men and women—and gradually the janitors were driven from the attic.

A splendid new laboratory building is now planned, made possible by the sale of the patents to the foods company. But Professor Sperti's affections are bound up with the original laboratory.

"I hate to think of moving," he said the other day to the writer. "We made so much of the laboratory ourselves that everything in it reminds us of the pleasure we had fixing it up. It has taken a lot of arguing to convince me of the necessity of giving up the old place, for a building is of no importance. What is important is whether one accomplishes anything."

FROM THE FIRST, two principles have governed the laboratory procedure: the investigation of fundamental laws and the idea of mass attack on problems. A scientist whose specialty is physics may be given a problem in chemistry. He may receive help from chemists working in the laboratory, but he must himself understand and solve the problem. In this way, real coöperation is assured. Another novel aspect of this Basic Science Research Laboratory is that it is self-supporting. It is not endowed and what financial assistance it has received from the university has been repaid. This has been achieved by the sale of industrial applications of discoveries. Basic patent protection was granted by the government in 1927, and in subsequent years patents concerning various applications of the theory have been granted. President Schneider does not of course consider the industrial applications as of primary importance, but they follow naturally from the discovery of basic laws.

The foundation of Professor Sperti's research has been the application of the quantum theory of physics to biology. This he explained by an analogy.

"Suppose," he said, "that you are firing bullets from an air rifle at a plate glass window, trying to break it. Bullet after bullet strikes the window but fails to break it. You increase the velocity of the bullets and suddenly you reach a critical point where the window is broken. Any bullet of higher velocity will have the same effect.

"Now we know that light waves are of varying lengths. I believed that light rays acted on living matter—bacteria, for instance, just as bullets on the window. The theory, in brief, is that effects due to the rays should begin abruptly at critical points in the wave spectrum and should continue for shorter wave lengths. This was found through experimentation to be so. As we bombarded bacteria with electrons we came to the critical point where the bacteria were killed."

As has been said, one of the most important applications of this theory is the action of ultra-violet light in forming vitamin D. What is vitamin D? We have to go back only a few years to reach the time of the first general realization of the importance of sunlight to human health. It was noticed that children who spent a great deal of time in the sunlight became strong and healthy, while tenement children getting little sunlight had inferior bodies. Deficient bone and tooth formation came to be regarded as a disease and was given the name rickets. About 1918 it was noted that certain foods, especially cod liver oil, would protect children from this deficient bone formation. This protection was attributed to minute traces of a chemical substance now called vitamin D. Persons who had observed

the curative effect of sunlight tried raying foods in the hope that such rayed foods would cure rachitic children. The experiments were successful and proved that it was possible to form the vitamin in many food products. However, there were difficulties.

"Years ago milk contained a pretty good quantity of vitamin D," said Professor Sperti. "Cows ate green plants which contained this quality and they themselves were out in the sunlight much of the time. Today, however, there is so much smoke and dirt in the air, even in the country, that cows no longer get the same amount of sunlight. Also, they are sometimes fed artificial food and as a result milk no longer contains a sufficient quantity of the vitamin.

"Yet when milk was subjected to the ordinary ultra-violet ray the experiment was not successful, for while the vitamin was produced it was also destroyed, and undesirable changes in taste and odor occurred. Now the wave length of light at which the vitamin is produced is different from that at which it is destroyed and also from that at which the other undesirable changes take place. By filtering the ultra-violet rays we can keep the beneficial ones and shut out the harmful. In this way milk can be made to contain vitamin D."

Because milk is the chief item of a baby's diet, the importance of putting this vitamin into milk is obvious. The child can thus absorb with its natural food healthful effects similar to those emanating from the ultra-violet rays of the sun. Many other foods, such as cereals, for instance, can be so impregnated.

Contaminating moulds and bacteria which occur in baking commercial bread cause it to turn green. Heat could not be used for sterilization because it destroys the enzymes or ferments necessary to make the bread rise. Here again Professor Sperti's theory applies. Light waves were chosen short enough to kill the moulds and bacteria, but not short enough to destroy the ferments.

There are many fields in which the theory may be applied. Selected rays may be used in hastening the growth of hothouse flowers. The truck gardener should find them valuable in forcing products out of season. The poultry man will be able to grow larger and healthier chickens at small cost. These are but a few of the potential commercial uses.

Professor Sperti's invention by which it can be determined what wave lengths kill bacteria has had interesting results in connection with the preservation of foods. By killing the bacteria which cause decay in foodstuffs, the foods can be made sterile and thus preserved. The use of the special rays indicated by the theory enables the prevention of decay without changing the taste, appearance, or odor of the foods.

Take, for instance, the growing of oranges. In recent years orange juice has been found to be a most useful food. But so far there has been no way to preserve orange juice satisfactorily. Yet it would be a tremendous saving. Oranges grown in Florida could be squeezed by machinery, treated, and the preserved juice shipped over the country in tank cars. The same thing could be done, of course, with other fruit juices. This, however, is not yet thoroughly worked out.

Professor Sperti does not wish to receive entire credit for the working out of the theory. "The laboratory rather than any one person is responsible for the investigation," he said. "I do not want it to appear that I accomplished it single-handed. This is not a case of false modesty but merely one of fairness to my colleagues, for all of us, including President Schneider, worked together on the problem."

Radio in Russia

By ROGER SHAW

THERE IS PROBABLY no parallel in history to the trial which ended at Moscow in December. Eight Red engineers found their lives at stake for alleged treason, with the entire Russian population as an audience. All court proceedings were broadcast by radio to the delight of the communist proletariat; and the whole episode was designed to furnish the Soviet Government with magnificent propaganda. So important a part did radio play in the proceedings that the REVIEW OF REVIEWS has made inquiry into the manner of "hook-up" between courtroom and people, and also into the subject of Russian radio development in general. Our findings follow.

The eight accused were charged with planning a military invasion by foreign capitalists (English, French, Polish, Finnish, Rumanian), and with attempted sabotage of the famous industrial Five Year Plan. The villains of the piece admitted all these charges over the radio, and registered horror at their vile misdeeds. All got off with ten-year sentences due to red "clemency"—more magnificent propaganda. By such means are the Soviets popularized among the Russian millions.

The value of radio broadcasting is fully realized by the red leaders. In 1925 Moscow had but one sending station; but in 1929 there were 65, of which 44 were continuously active. Additional large stations were then under construction, and there are many short-wave stations which may be set up by anyone.

The Five Year Plan provides for 87 new sending stations of 948 kilowatt power, and 101 subsidiary stations. Two million rubles (more than one million dollars) has been allotted to the Third Internationale propaganda station in Moscow!

In 1929 there were 400,000 receiving sets in Russia (largely crystal, partly tube) for a population of close to 150,000,000 people. Ten per cent. of these were in the cities. But the sets were so distributed that every public institution, workroom, and club was radio-equipped. Here lay the success of the "framed" Moscow trial, for every Russian hamlet and cross-roads could be reached through its community center (often an abandoned Orthodox church). A high percentage of the Russian masses, still illiterate, cannot read newspapers; but they all can "listen in."

The importance of radio communication in Russia will be realized if the reader is reminded that the area of the Soviet Union comprises 8,336,864 square miles—stretching from Poland east to China, and from the Arctic Circle south to Persia. This territory is inhabited by no less than 169 ethnic groups, varying from Nordics to Mongols. Railway connections are insufficient and unreliable, and telegraph facilities are limited. Radio is the answer.



TRIAL BY RADIO

A glimpse of the conspiracy proceedings in Moscow last December. Note the elaborate equipment of microphones.

Of the 150,000,000 population, fifty-three per cent. speak Great Russian and twenty-one per cent. Ukrainian, which is somewhat similar. Finns, White Russians, Uzbeks, Tartars, Jews, Georgians, Greeks, and Armenians total one to three per cent. each.

Russia is divided into six constituent republics, roughly along linguistic lines, namely: Great Russia, the Ukraine, White Russia, Transcaucasia, and the Turkoman and Uzbek republics. These republics are subdivided into autonomous areas, again linguistically.

To reach this forty-seven per cent. who do not speak Great Russian, the constituent republics have organized their own sending stations almost without exception. These give programs in the local vernacular, paying special attention to the cultural and economic interests of the racial groups addressed. The Moscow trial, carried on in the official Great Russian dialect, was probably understandable to little more than half the population in its directly broadcast form. Doubtless the other races were served with second-hand résumés.

Broadcasting, of course, is entirely under government control through the Radioperedacha department. Fees for private receiving sets run from one to seven rubles annually, the poorest paying the lowest rates. Hotel rooms are generally furnished with radios. Two-thirds of the equipment is supplied by small hand-workers' shops; and about a third by government-subsidized factories. The demand is exceeding the supply. The far-flung territories of the Union of Soviet Socialist Republics are being knit together "for better, for worse" by one more tie—the radio's mystic waves.

Here Begin the Leading Articles

Selected Each Month from the World's Periodicals
by the REVIEW OF REVIEWS

England Considers Capital Punishment

From the
Manchester Guardian Weekly,
Manchester, England

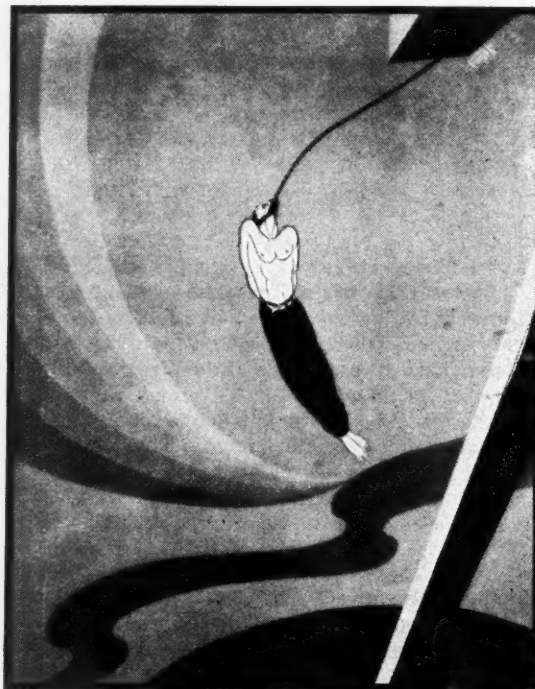
THE SELECT COMMITTEE ON Capital Punishment has now issued its report. . . . The report recommends that a bill be passed during the present session providing for the abolition of the death penalty for an experimental period of five years in cases tried by civil courts in peace-time, and that the penalty substituted for the sentence of death be that now attached to reprieved murderers.

It recommends, further, that a resolution should be passed by the House of Commons that in each case that arises before the passing of a bill to abolish capital punishment the death sentence should be commuted. There are also certain conditional recommendations to apply should Parliament decide to maintain the death penalty.

These would have the effect of modifying the present position. They would extend fuller scope to general medical considerations, providing for a larger interpretation of what constitutes insanity; they would raise the age below which no one may be sentenced to death to twenty-one; they would place women on exactly the same terms as men in regard to the death penalty; and they contain a general recommendation, to be given effect to by resolution of the House of Commons, that the royal prerogative to commute death sentences should be exercised more generously. It is to be hoped, however, that these conditional recommendations will not arise, and that Parliament will agree to a five years' experimental abolition of the death penalty.

From the point of view of the general public the essential question is whether, human nature being what it is and social conditions being what they are, it is safe not to kill murderers. The Select Committee is emphatic on this point. "Our prolonged examination of the situation in foreign countries has increasingly confirmed us in the assurance that capital punishment may be abolished in this country without endangering life or property." No one, presum-

Drawing by John Vassos from Oscar Wilde's "The Ballad of Reading Gaol" (Dutton)



ably, likes the death penalty to exist for its own sake. The spectacle of one human being condemned to death by another is not in the least edifying; illustrative of no fine moral truth. . . .

There would be few to defend the death penalty except on grounds of expediency, and since, to say the least, such grounds are questionable, the five years' experiment should meet with general approval. After five years we may take stock of the position, see whether a more merciful code has been met only with increased violence, or whether, as has often been suggested, state murder is not in itself an encouragement of private murder, so that its abolition, far from leading to an orgy of crime, has in fact decreased it.

The whole tendency in a civilized state is to do away with punishments. As Hobbes pointed out long ago, to induce morality by fear of punishment is to face the individual with a choice between two evils, not with a choice between good and evil. And it is just when a community's moral standards, without the assistance of whip and galls, suffice to produce moral conduct that it may be said truly to be civilized. If we find at the end of five years that we dare not abolish the death sentence we shall have to confess to being less civilized than countries like Holland and Denmark.

The Select Committee do not suggest that the alternative to the death penalty, life imprisonment, is satisfactory. They realize that prison reform is itself an integral part of the change in the penal code which they advocate. But they are rightly not prepared, as Dr. Maurice Hamblin suggested, to delay the aboli-

tion of capital punishment until such time as our prison system is humane enough to offer a proper alternative to it.

Actually, the mere gesture of abolishing the death penalty should provide a spur to prison reform. And in any case life, even prison life, is worth something—"The Pilgrim's Progress" was born in prison; and the taking of a life, even a murderer's life, is base. One would not be prim and logical over this. Clearly there are exceptions. But as a general principle it is possible to say that a state no less than an individual is the better for abandoning the "eye for an eye" element in its moral code and replacing it by larger and more humane principles of justice. In "Erewhon" disease was a crime. Might not with us crime be a disease—an inward disorder curable if only the treatment offered were sympathetic and intelligent enough? No reputable doctor kills off his bad cases, and society, though it has the right to protect itself against murderers, has no right to kill them.

Imprisonment is a terrible thing, but one capable of improvement. A man in prison is not a man lost. But if you kill him the matter is at an end—whether he be guilty or innocent, curable or incurable, it is at an end. There was a time when it was thought essential, in order that society should completely realize the awful consequences of wrongdoing, to have executions in public. The mild Boswell was a constant attender at such spectacles. Now an execution is carried out as quietly and unobtrusively as possible; now a jury convicts a prisoner of murder as seldom as possible, knowing the consequences. The next step is to do away with executions altogether.

Recognizing Russia

By PAUL D. CRAVATH

From Foreign Affairs, Winter Issue

THE QUESTION of the recognition of the Soviet Government of Russia by the United States is one of the most vital international problems confronting the American people. The discussion of this problem should be based upon a sound appraisal of the principles involved and a clear understanding of the purposes and results of the recognition of one government by another. In the public discussion of this question there has been a great deal of loose thought and speech.

There seems to be a widespread impression that when the United States Government recognizes a new government in another country it is actuated primarily by motives of good will, and that the result of recognition is to fasten upon the new government the seal of approval of the United States. Nothing could be further from the truth. Usually the primary motive of a government in recognizing the government of another state is self-interest. It simply seeks to establish relations which will enable it to protect the life, liberty and property of its citizens and to promote their interests, and reciprocally to establish a basis for dealing with the other country and its citizens. The recognition of a newly established government by the United States Government does not remotely carry with it the implication that the aims and practices of the new government meet with our approval or inspire our admiration.

Our government was the first of the Great Powers to support the *de facto* theory of recognition as contrasted with the legitimacy theory. The American State Department has consistently adhered to the *de facto* theory for more than a century, except for occasional departures by Secretary Seward due to the exigencies of the Civil War and by other Secretaries of State in connection with the recognition of revolutionary governments in Latin America in the exercise of the somewhat paternal responsibilities imposed upon our government by the Monroe Doctrine. The theory and practice of our State Department were admirably summarized in a memorandum of Mr. A. A. Adee, Assistant Secretary of State, on March 28, 1913, as follows:

"It will, I think, simplify the matter to



LEARNING TO SHOOT: A SCENE IN BOLSHEVIST RUSSIA

keep in mind the distinction between the recognition necessary to the conduct of international business between two countries and the recognition of the form of government professed by a foreign country.

"In the former case, ever since the American Revolution, entrance upon diplomatic intercourse with foreign states has been *de facto*, dependent upon the existence of three conditions of fact: The control of the administrative machinery of the state; the general acquiescence of its people; and the ability and willingness of their government to discharge international and conventional obligations. The form of government has not been a conditional factor in such recognition; in other words, the *de jure* element of legitimacy of title has been left aside, probably because liable to involve dynastic or constitutional questions hardly within our competency to adjudicate, especially so when the organic form of government has been changed, as by revolution, from a monarchy to a commonwealth, or vice versa. The general practice in such cases has been to satisfy ourselves that the change was effective and to enter into relation with the authority in possession."

OUR GOVERNMENT has frequently established diplomatic relations with governments that were autocratic and vicious. Usually the sole test that our government seeks to apply is whether the new government is sufficiently entrenched in power effectively to govern within its own borders and to perform its international obligations. After that test has been met, our government in the recognition of governments in the eastern hemisphere does not usually concern itself with the morals or motives of the government seeking recognition. . . .

The obvious advantages of a policy of recognition are those upon which the whole system of diplomatic relations between civilized nations is based. Our government would be in a position

through its diplomatic representatives to protect the life, liberty and property of Americans visiting, or sojourning in, Russia, of whom there are already several thousand annually, who are now dependent upon the good offices of the diplomatic representatives of other governments. Our government would be able by the usual diplomatic methods to encourage and protect American trade with Russia. There is much force in the view that when in 1923 our government by presidential proclamation encouraged American merchants and manufacturers to engage in trade with Russia it owed our citizens the duty of protecting this trade by the usual diplomatic machinery. Only by the establishment of diplomatic relations can outstanding differences between the United States and Russia, such as those in relation to dumping and convict labor, be dealt with adequately. With an Ambassador at Moscow and consuls in the principal trading centers of Russia our government would be able to assemble reliable information for the guidance of our merchants, manufacturers and bankers, who are now dependent upon the casual and often prejudiced reports of unofficial observers.

Finally, it seems a great pity that the United States should be the only one of the Great Powers which has deliberately excluded itself from exercising any influence through the usual diplomatic channels in the development of the institutions of the most populous nation in Europe, whose return to economic, social and political stability is essential for the peace and prosperity of the civilized world.

An attempt by the United States to negotiate a satisfactory basis for the recognition of the Soviet Government of Russia would be full of difficulties, and diplomatic relations, if established, might prove hard to maintain, for the Soviet statesmen have not shown an aptitude for coöperation. But is not the stake sufficient to make the attempt highly worth while?

Leading Articles

Salvation by Intuition

By KATHARINE FULLERTON GEROULD

From the Yale Review, Winter Issue

ROUGHLY SPEAKING, science has destroyed religion, no matter what certain scientists and certain clergymen may say. . . .

Our problem then, dogmatic religion having been taken away from us, is to find something that we can be sure of, some truth not relative and temporary. The new humanists sneer at Mr. Lippmann for "accepting the universe"; yet the problem for most of us is precisely how to accept it and get some basic satisfaction out of accepting it. For most of us feel about accepting the universe that (as Carlyle said of Margaret Fuller) we really "had better." We are not good enough metaphysicians to know how to go about putting the universe in its place. . . .

The universe remains, to the common man, unjustified. God does not take the trouble to speak to him out of the whirlwind, nor is he rewarded, like Job, for acquiescing in the divine refusal to explain, by the possession of fourteen thousand sheep and six thousand camels. His mood is rather that of Ecclesiastes, and it is not a happy mood.

Is there anything in common human experience which justifies life? This is what we have come to: that we must question humbly of mere life as we know it, to see if it can convince us of its being, in itself, worth while. The new humanists tell us only how they think we can best deal with it. They offer us a technique. But, so far as I know, they have nothing to say in defense of life itself. They hate far more men and facts than they approve, and their manifestoes are vituperative choruses. (The Golden Mean, nowadays, evades urbanity.) Sometimes one is tempted to think that St. Paul, in his narrow Hebraic way, was a better humanist than any of them. "Prove all things; hold fast that which is good" is

as highly "humanistic" advice as any given in any age. But St. Paul, having a religious faith, could by means of that faith explain pain. Though he could not, perhaps, explain it to the modern man's satisfaction, he did not ignore it.

We have left St. Paul behind, and the prophets of our own day do not pretend to justify the universe. Even Mr. Lippmann can only counsel us to bear it like gentlemen—or so, perhaps wrongly, I take his advice to read. Is there then nothing in the nature of things which in itself can comfort us? That is what we average folk, whom neither humanists nor humanitarians can or will serve, want to know. That is the question we ask ourselves in the dark hour. Is there anything in life, any spectacle, any experience, which gives man a pleasure outweighing the pain man suffers? . . .

"The final appeal of the humanist is not to any historical convention but to intuition," Mr. Irving Babbitt says. I take it that he means we must not bow to any Mumbo Jumbo but must do a certain amount of "valuing" for ourselves—informing ourselves about other experimentations to the best of our ability, of course. Our salvation, then, must come by intuition, must it not? Now, there may well be some technical definition in the jargon of philosophers, of which I am ignorant. But to most of us that sentence means precisely that we are at liberty to divine what we can of fact or truth in the Nature of Things. We are at liberty to ask if there is anything in life itself, as commonly and necessarily lived, that convinces us, that seems to us to justify what is on the whole a horrid and painful spectacle. Not anything that we can prove, by philosophical procedure, does justify it; something, rather, that can make us, far within ourselves, accept life without revolt, some essential and peace-giving

beauty. The only affirmative answer to that, I think, lies in the word "beauty." . . . Let us admit that neither the flower in the crannied wall, nor the Hermes of Praxiteles, nor Shelley's Spirit of Intellectual Beauty is going to bring us into permanent contentment. The esthetic sense is the way out, probably, but the esthetic sense turned upon purely human—and I mean personal—values. No better phrase for this, single saving thing can be found than the ancient one, "the beauty of holiness." . . . It is only, I believe, a human character so subtly purged, so fine, so incorruptible that it seriously disappoints nowhere, which can give us the highest form of esthetic satisfaction. . . .

Human beings of this convincing quality are infrequently encountered. Yet many of us could bear witness that once or twice in our lives we have met such a man or such a woman; concerning whom we can say to ourselves, "If, in spite of the universal dice loaded against us, a human personality like that can none the less be achieved, then there is something in the game, after all." Even if that personality is doomed to extinction, actually to have been like that is a bigger fact than extinction itself. There is nothing in the vaster explanations of astronomers at once so surprising and so satisfying.

There may be people who have never experienced this delight and this conviction. Well: they may, yet, before they die. One hopes so; for the experience is not only a consolation beyond philosophies, it is the only consolation I know of that you can depend on not to fail. My own humble answer to my own despair is always, and solely: "Remember X—and Y—and Z—; the accursed universe couldn't stop them from existing, and may, for all you know, deserve the credit of them." . . .

And if the thing has happened once, so runs our instinctive reasoning, it may happen again; nay, there may even be discoverable ways of inducing human nature to take that form more frequently and thereby increase human delight. In short, since X—and Y—and Z—can exist—as is proved by their existing—it may be that future generations will find some way to produce them oftener.

France Exhibits Her Colonies

By ANSELME LAURENCE

From La Revue Mondiale, Paris

FOUR MONTHS from now, in May, 1931, there will open at the Bois de Vincennes the impressive International Colonial Exposition of Paris. The event, historic in the annals of our country, will prove to us as well as to others that France is not a worn-out country—that she has immense resources, and that, between Dunkerque and the Gulf of Guinea, her territory extends over

twelve million square kilometers and counts a hundred million inhabitants. . . .

The setting is charming and altogether appropriate. The trees have not been touched, and form a green background which throws into relief the various palaces that are being rapidly built on the two hundred and fifty acres occupied by the exposition around Lake Daumesnil.

We enter by the Picpus gate. At the

right rises the Hall of Knowledge; at the left the metropolitan section. Here is the domain of practical things—the sections reserved for business people and all those who wish to learn what can be bought and sold in the Colonies. Everything has been arranged so that those who would not otherwise have the time or opportunity may take a trip around the world in a few days by wan-

Leading Articles

dering through the exposition. The International Hall of Knowledge will be a sort of colonial stock exchange, a complete information bureau, a part of which I hope will remain after the exposition is over. If this is not to be exactly the home of the colonies I should like to see it become at least an active organization for insuring that close relationship between the services of commercial expansion and the Economic Bureau for the Colonies, which we have so long desired.

What can I say of the metropolitan section? It will be a universal national exposition which seems already to be attracting a great crowd of visitors both foreign and French.

If those who know already or are not interested in the exotic can be satisfied with a single visit to the metropolitan section or to the Hall of Knowledge, the general public, to whom we are trying to convey some idea of the colonies, will do well to linger in the permanent Colonial Museum as well as in those of the various French and foreign nations.

THE COLONIAL MUSEUM is one of the lasting conquests of the exposition, and will remain afterward to endow France with a museum worthy of our colonial work. We have been a little ashamed, I assure you, of the humble collection at the Palais-Royal with its glass cases full of bric-a-brac and faded photographs which gave a poor impression of our lands across the sea. The building itself, decorated with great friezes, is as spacious as it is elegant, and its many rooms will be flooded with light. It will, moreover, provide what has been needed in this east quarter of Paris which until recently has been somewhat neglected, but which the exposition is transforming and will continue to transform more and more—a fine hall for concerts and exhibitions.

In 1931 the permanent Museum will contain a retrospective section and a section of synthesis which will constitute a sort of great book of the colonies, and will serve as a preface and conclusion to every visit to the exposition.

And a visit will take us to the four quarters of the globe. First to Madagascar, whose palace resembles the home of a famous king of the Grand-Ile, which dominates a native village with its bright colored houses. Over the destiny of Madagascar, the Grand-Ile of Galliéni, presides one of its best artisans, M. Léon Cayla, a distinguished leader whose portrait is sketched here. M. Cayla has expressed the wish, in his speech at Tananarive, that Madagascar may at the exposition "give to the whole world a knowledge of her choice products," as she will make known her history and her economic and artistic possibilities.

Next the Indo-Chinese section which covers more than twenty acres. A paved dike three kilometers long leads from Lake Daumesnil to the huge central pile of the temple of Angkor-Vat, the pride of Cambodian architecture which will raise its five lacy cupolas against the sky. Surrounding this pompous mass, a

graceful Annamite pavilion, a Cambodian pagoda, a group of Laotian fishermen's huts, and a large Delta Tonkin village with its mandarin-like houses and its market, complete the fairy vision of Indo-China.

After leaving the Angkor palace we follow the wide Avenue of the French Colonies toward the Reuilly gate.

Here are the missions which have done and are still doing so much for France. Guiana, with its rustic pavilion and its precious woods—amaranth, cedar, ebony, angelica; French India and its provocative palace; the pavilion of the coast of Somalia; and then in a frame of foliage, the coquettish houses of Martinique, of Guadeloupe, and of Reunion Island which contrast strangely with the rough fishermen's huts of Saint-Pierre and Miquelon.

After a glance at the shady buildings from Tahiti and New Caledonia, we come to the palace of French West Africa whose massive towers (the central one is fifty meters high) jut up opposite an enormous equatorial African structure shaped like an explosive shell.

Farther on we find the monument to the colonial army, for it is appropriate that we should commemorate the contribution of the army and the marine corps to the civilizing work of our country, and we could not pay too great a tribute to those first pioneers of colonization.

Passing through the military service pavilion, the soldiers' foyer, the police offices done in the colonial manner, we come to the palace of Tunis which is celebrating its semi-centennial at the exposition. The palaces of Algeria and Morocco, so well proportioned and elegantly but soberly artistic, spread out

their bright rooms, decorated with painted plaster reliefs, around patios that are wrought like jewel boxes, and charming gardens, where the ivy and the cypress trees throw their somber shadows across riotous beds of flowers.

Between North Africa and the foreign sections are placed the countries under French mandate—Syria and Lebanon occupy the same building; Togo and Cameroon scatter five small pavilions around one principal palace.

Back at Lake Daumesnil we plunge into the midst of the concessions and the zoological garden. The islands of Bercy and Reuilly are devoted to these attractions. The foreign expositions are spread around the lake. Italy, Holland, Portugal, the United States all have pavilions. England and several other nations are in the National Hall of Knowledge. Belgium, justly proud of her work in the Congo and her exposition at Antwerp, occupies a brilliant place.

But it is not necessary to go into further detail. . . . There will, of course, be plenty of amusement and fêtes, if for no other reason than that the restaurants will not be beyond the reach of any purse. But especially the public—the French public in which several brave propagandists are trying to develop faith in the colonies—will find in this memorial to the splendid and fruitful effort made by the army, in the historical pictures of past examples, a knowledge of the present and especially of the future.

As for foreign visitors, they will realize still more when they see our colonial accomplishments, that France is a great country, and that they should take with a grain of salt whatever ill we may say of ourselves.

What Africa Is

By GRACE FLANDRAU

From The Contemporary Review, London

AMONG THE MANY popular delusions that are always with us there is none more persistent than the current misapprehension about Africa. To a large part of the public the Africa of Stanley and Livingstone exists today. It still seems to be believed that considerable areas of the once dark continent remain practically unknown to whites, that it is difficult, even dangerous, to "penetrate" into the remote interior, that one still blazes trails and visits places and peoples hitherto unknown. Returning travelers from Central Africa are hailed as explorers! And yet this is a delusion which could so easily be dispelled. One glance at a collection of modern colonial maps would show the heart of darkest Africa as it is today—a rapidly developing commercial frontier perfectly well known, thoroughly explored, occupied and everywhere open to transportation. . . .

Now as to the Central Africa of today. At present the attention of the self-appointed explorers is directed for the most part to the western half of Central Africa. Even the most hardened can scarcely claim to have found previously unknown places in any part of East Africa. Too many people are beginning to know that Kenya, Uganda, Tanganyika, are now about as wild as the Riviera in the tourist season. There are throughout this territory thousands of miles of railroad and marine routes, motor roads and trails. Everywhere are government posts, ranches, coffee and cotton plantations; there are fine cities, clubs, golf links; hordes of incoming settlers. In the less agriculturally developed localities every game pocket and crater has been explored and exploited by hunters for years. The pamphlets on these colonies and protectorates sent me by the Crown Agents for the Colonies

Leading Articles

read like railroad booklets on California.

So now it is to the Belgian Congo, more particularly the Ituri forest, and to the French and British possessions of West Africa that the trail breakers set forth on their perilous adventures. Not longer than a few weeks ago the newspapers of both England and America had a good deal to say about an expedition that would penetrate to "hitherto unknown" portions of the Ituri forest. Two years ago I traveled extensively throughout this forest. We made use for hundreds of miles of motor trucks over excellent roads. For other hundreds of miles we traveled by safari and by dug-out canoes. Since that time the mileage of motor roads has been so extended that treks by canoes and bearers are becoming increasingly unnecessary. But even when the method of travel is primitive the trails are not. They are part of a well-organized government system, known and traveled by officials for years. Porters are secured through these ubiquitous officials. If it is canoe travel you buy a ticket from one of them and he arranges for canoes and paddlers. Besides the government posts which, as a glance at any recent map will show you, are everywhere, there are trading posts, Catholic and Protestant missions and dispensary stations. Trained nurses and doctors travel constantly between the villages. In clearings and along the open fringes of the forest are white settlers growing cotton, coffee, palm nuts, and the natives are now raising cotton in great quantities for the European market. When we asked resident officials to direct us to unexplored parts of the Ituri they laughed heartily and said we should have come out with Stanley fifty years ago. . . .

But what about the rest of West Africa, those colonies with glamorous

names: Ivory Coast, Gold Coast, Nigeria, Dahomey and all the rest? How often do we read of "intrepid travelers" who are perilously about to penetrate the fastnesses of one of these old Slave Coast countries! So let us hear what the voice of authority has to say about them. At 17 rue d'Anjou, Paris, are the headquarters of the *Union Coloniale Française* and the General Secretary is probably the foremost authority on Colonial Affairs in France:

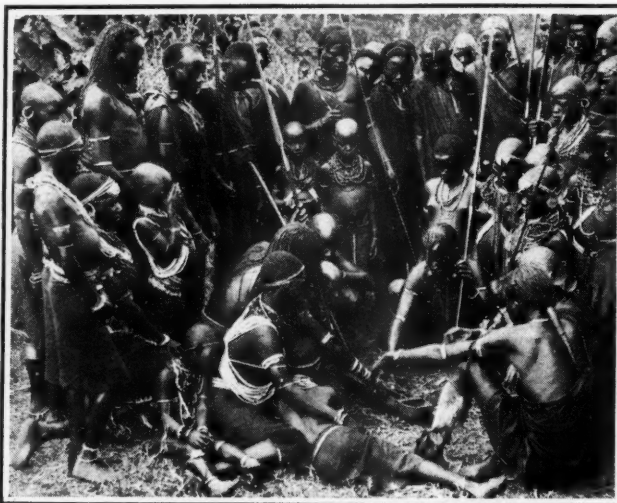
"Our African colonies and protectorates unexplored in any part? Difficult

relationship with every tribe. Many of the big chiefs live in houses costing one hundred, two hundred thousand francs, built by French architects. They send to the *Bon Marché* for pink underwear for their wives. Everywhere the natives not only use currency but they understand the use of cheques as well. We have a school for midwives at Dakar from which women are sent to all parts of the colonies. I am now organizing a vast baby welfare service and social work which we shall extend as our means allow throughout the West African possessions.

"We have over three thousand kilometers of railroad in operation and hundreds more in construction. There are some seven thousand kilometers of motor roads in French West Africa alone—and that does not include, of course, the French Congo. In the latter colony in one district alone, the Oubangi-Chari, we have over two thousand kilometers of motor roads available for traffic in all seasons. But the length of motor routes and railroads is not the significant thing as regards what you are interested in. To realize how thoroughly the country is opened you would have to know the far greater mileage of the official trails which reach into every part of the colonies."

And what of the British possessions? Let me quote verbatim from a letter sent me by the Crown Agents for the Colonies, of 4, Millbank, Westminster, London:

"Madam: In reply to your letter of November 28th we have to state that there is no part of the British possessions in West Africa which has not been explored, which remains unknown to government, which is not under government supervision, where the natives are unknown to the whites and to whom white men are unknown."



© Underwood

IN DARKEST AFRICA TODAY: PLAYING BAO

to penetrate? But I can hardly believe you can ask such a question. All of our territory—every bit of it—colonies and mandates—have been explored and occupied by whites for years. There is no corner where we have not been. There are government posts, missions, banks, schools, hospitals, dispensaries, steamboats, telephone and telegraph service, railroads, motor roads, official trails, law courts, judges—everything.

"We take a census almost as accurate as the Paris census; we levy taxes, we recruit soldiers. We are in intimate re-

Reichswehr and Red Army

By FREDERIC ECCARD

From the *Revue des Deux Mondes*, Paris

FRENCH PUBLIC OPINION has been strongly aroused by the serious happenings which have taken place in Germany since the evacuation of the Rhineland. The violent scenes which took place at Mainz, Trier, Wiesbaden, and in other towns after the departure of the French troops; the triumph of the fascist National Socialists in the subsequent German election; the boisterous manifestations of the Steel Helmets at Coblenz, such things have opened the eyes of France to the warlike intentions

of Germany. The demands of Dr. Curtius at Geneva, the declarations of Chancellor Bruening in the Reichstag, and those of the Prussian President Braun in his parliament, these have not served to calm the agitation of our country. Talk of war is on everyone's lips and Paul Boncour, Socialist deputy and chairman of the Chamber's committee on foreign affairs, has ended an article in the *Journal* with these words: "Where are we going? Into war." . . .

The German Army proper consists of

100,000 men, 96,000 privates and 4000 officers. The service period is for twelve years, with the right to discharge annually five per cent. of the effectives in advance. Recruiting is very easy. In 1929, for 196 vacancies in the officers' corps there were 1600 candidates; and for 9732 places in the ranks, 120,000 men presented themselves. Selection is carefully made, and the officers who have charge consider not only the physical and mental qualifications of the candidates, but also their morale and political senti-

Leading Articles

ments. In this way a perfectly homogeneous force is recruited, made up of youngsters admirably taught and disciplined, animated with an *esprit de corps* and patriotism which makes great armies.

In case of mobilization the reservists who had previously served would join themselves to the 100,000 men in the actual army. The limit of five out of a hundred who have been discharged in advance having been largely followed, the number of these reservists would easily amount to 80,000. The *Schutzpolizei*, 150,000 strong, can furnish an additional 50 to 100,000 men, perfectly disciplined and equal to army standards. Another formation of military character, the Railroad Police, divided into thirteen groups in the territory of the Reich, furnished with machine guns and armored motor cars, comprising about 30,000 men, can be equally well incorporated, and the same applies to the Frontier Guards. The old soldiers of the World War, aged 30 to 35, who in 1930 numbered two million; the members of the Steel Helmets, the *Wehrwolf*, the *Olympia*, and other patriotic associations, constitute an important reserve.

I have not told how a headquarters can direct the utilization of these masses because in matters of strategy I am

inexpert. It is necessary for me to call attention to the power of this army, to the possibility of increasing the number of combat units, and to those resources which furnish a commanding body of 84,000 thousand officers of the old army less than 55 years old. . . .

In the realm of aviation and of chemical warfare German assistance [to the Red Army] is more than useful. We can be quite certain that the Bolsheviks have no scruples about employing the most abominable of weapons. The commissar of war of the Soviet Union, Frunze, declared that chemical warfare was one of the principal factors in future wars and that the Red Army knew well how to use it. The Soviet organization *Osiavochim* which centralizes the manufacture of gas takes care of 280 enterprises manufacturing around 37,000,000 kilograms of chemical products each year, and characteristically enough the numerous foreigners employed are commonly referred to by the Russians as "Germans." . . . It is very difficult to obtain exact statistics of the Red Army since all transmission of military information is punishable by death. There are statistics, here presented by obtaining precious documents which we have secured for publication. Military ser-

vice is obligatory for all able bodied men except the bourgeois class. It includes preliminary instruction from 19 to 21, active service from 21 to 25, service in the two divisions of the reserves from 26 to 40.

In this way the Soviets instruct more than 870,000 soldiers a year, and the effectives in the twenty-two classes out of a population of 150 million must exceed 15 million men. The military budget increased from 240 million gold rubles in 1922-23 to 920 millions of gold rubles in 1928-29. . . .

We have every reason to use our influence in trying to free Germany from false prophets, and to establish between ourselves and themselves a solid understanding. We should understand that we must stand firm and resolutely oppose their nationalistic and chauvinistic propaganda, energetic and adaptable, leaning like them on strong-arm methods. In the face of these two perils which menace the world and France in particular, the Bolshevik peril and the peril of German militarism, we must depend on the treaties and our legal rights—but we must before everything else maintain intact all the forces of our country, lest we weaken our army, and assure by every means our defence.

Russia's Wheat and Uncle Sam

By C. F. MARBUT

From the *Geographical Review**, January

WHEAT LAND IN RUSSIA AND THE UNITED STATES

The United States	Square Miles	Acres
Chernozem (first-grade land).....	154,778	99,057,920
Chestnut soils and inferior chernozem.....	211,700	135,488,000
Russia		
Chernozem	754,000	482,560,000
Chestnut soils and inferior chernozem.....	581,160	371,943,040

THE AGRICULTURAL CRISIS in the United States, and to a somewhat less extent in western Europe, has been attracting increasing attention for several years. While it concerns most farmers and most of the products of the farm, it is especially acute among the wheat growers. The production of wheat since the World War has increased to such an extent that world economists are deeply concerned with the problem of finding some use for the growing world surplus rather than with the question, agitating them a few years ago, of the source of the world's bread after 1930.

In the face of this situation and with the wheat-growing world in its present state of nervous tension over the matter, the influence that will be exerted by Russia in the next few years in the wheat markets of the world is a matter of universal interest. This interest has been reawakened and the nervous tension made more acute through the short

selling of wheat by the Soviet Government on the Chicago Board of Trade.

Everyone who reads the daily press, even casually, has heard of the Five-Year Plan. The following paper deals with the natural conditions in Russia favoring the growing of wheat and discusses the relation of these conditions to the agricultural part of the Plan. The United States and Russia possess vast areas of soils peculiarly fitted for wheat cultivation. Because of the fundamental natural characteristics of these soils the two countries must inevitably come into strong competition in an unrestricted world market. Russia has a potential advantage over this country in the area of first-grade wheat land: there are certain compensations, but this fact of prime importance cannot be neglected in our plans for the future. Russia's Five-Year Plan for the establishment of mechanized state farms, "grain factories," is possible not only because of the desire of the Soviet Government but because of the quality of Russian soils

and the amount of available land. If the increased production due to collectivization and mechanization of the peasant holdings—another part of the Plan—takes care of the increasing consumption in the country itself, an assumption not entirely unreasonable, Russia will be able to export 200,000,000 bushels of grain by 1933. . . .

A glance at the table shows the great difference in the respective areas of wheat land in the two countries, the difference being greatest between areas of first-grade land. In this matter Russia has a potential advantage that cannot be ignored by the United States.

In addition to the natural factors affecting production, consideration must be given to those affecting transportation. Navigable rivers or other bodies of water and their geographic relations to the producing areas are highly important factors in agricultural competition. In this respect a comparison of the chernozem-chestnut belts in Russia and the United States brings out some striking

*Reprinted in part from the *Geographical Review* for January, 1931, published by the American Geographical Society of New York.

Leading Articles

differences. That part of the wheat-producing belt in the United States lying nearest to tidewater, the extreme southern end, is almost 500 miles distant, while the distance by rail is somewhat greater. That part of the belt in which most of the export wheat is produced lies more than 600 miles from tidewater



RUSSIA CHALLENGES THE WORLD

A poster picturing the glorious future of mechanized farming under the Five-Year Plan.

and at least 500 miles from the nearest navigable river. The belt is not crossed by any stream at the present time navigable and all grain is shipped from it by rail.

The western end of the Russian belt lies on the Black Sea. The penetration of tidewater through the Mediterranean Sea and its extension into the very heart of the Eurasian Continent is of extremely great importance in this connection. In addition, the western and broadest part of the chernozem-chestnut belt in Russia is crossed by three great rivers navigable for considerable distances. The largest, the Volga, crosses the entire width of the belt. The navigation of the Dnieper is now being made much easier by the building of the great dam and locks at Dnieperstroy. The Asiatic part of the belt, about half of the entire belt or possibly more, is less favorably situated with respect to transportation. It lies a long distance from the sea and is not crossed by navigable rivers leading to other than the Arctic Ocean. The distance by sea from Black Sea ports to the markets of western Europe is no greater than that from the Atlantic or Gulf ports of the United States.

In so far as the character of the regions affects the cost of railway building and operation the belts in the two countries seem to be much alike in their characteristics.

The presence of a large area of land does not necessarily mean that it is used or that if used in a different way than formerly that production will be increased. Such a result can take place only if land formerly in cultivation be cultivated more effectively, or hitherto uncultivated land be brought into cultivation, or both. Realization will depend on what may be designated as natural

possibilities on the one hand and social possibilities on the other. . . . The economic conditions existing in Russia at the present time make greatly increased production desirable, and this desire is reinforced by the effort of the whole country to work out the Five-Year Plan.

That cannot be done without foreign credits, and the only means available to the government to obtain these is through exports of Russian products. If grain exports can be greatly increased, credits can be obtained.

The prevailing unsatisfactory food conditions among the masses of the population before the war are universally well known. The quality on the basis of modern requirements was poor, and the quantity was often short. This being the case it may well be true that the desire to establish credits in foreign countries is not the only reason for the devotion of an important part of the Five-Year Plan to the increase of grain production. Whatever may be the reason or reasons, the significant fact for the United States is the important place which increase in wheat production occupies in the Plan. Two important features of the Plan are concerned in this matter, constituting two methods of effecting the increase. The first is by collectivization of peasant holdings, the second by the establishment of great grain farms operated by the state on hitherto unoccupied land.

The writer goes on to show how both these things are being done by the Bolshevik Government. After the revolution, when large estates had been broken up, export decreased and home consumption increased.

In 1927 about 26,000,000 bushels were exported. Production fell off again in 1928 and 1929 to such an extent that nothing was left for export. In 1930 export had again been resumed. . . .

Assuming that nothing interferes with the carrying out of the Plan, it is apparent that Russia will have for export in 1933 more than 200,000,000 bushels of wheat. Allowing for all eventualities that seem to be reasonably justified, it may be safely assumed that she will be able to export in that year more than the maximum amount exported in any year before the war.

What Makes a College?

THREE ESSENTIALS which make a college great, writes Hamilton Holt in the *Journal of Higher Education* for December, are the quality of those who teach, the quality of those who are

taught, and the quality of the place where the teaching is done. He observes that a grave defect of American colleges is their insistence on expanding materially, with little or no thought given to improving the quality of teachers and students.

As president of Rollins College, Mr. Holt wished to work out some system of instruction better than the usual one of lectures and recitations. "The Rollins solution of the teaching method, which we established at the beginning of the academic year 1926, is the two-hour conference plan," says Mr. Holt. "Both morning and afternoon are divided into two-hour periods, with a thirty-minute interval for chapel between the morning periods. The forenoon hours are devoted to those subjects in which the student primarily works with his mind. As far as possible, the first period of the afternoon is concerned with laboratory or field work, and the last period with athletics, outdoor work, and recreation. The student's evenings are free, except when an inspirational lecture, a play, a debate, or some similar activity takes place, but these are usually over by nine o'clock."

Students are not allowed to be absent from classes without good cause. Mr. Holt points out the absurdity of a football coach allowing candidates for the team to cut practice ten times a season. By regarding classroom work as of equal or more seriousness, the authorities hope to achieve results at least as successful as those aimed at by the professional coach.

The New Renaissance

"TODAY, IN 1930, Europe is at the beginning of a new Renaissance," writes Roger Clarke in the English review, the *Adelphi*. "The post-war generation is separated from its grandfathers not by a generation but by a civilization, by an attitude of mind. In physics, in philosophy, in every type of scientific work there is a new learning; in every branch of art there is a new aesthetic."

"This fact has passed unnoticed by the schools. Though it is precisely for the young that the Renaissance is taking place, it is precisely in the places where the most favored of the young of England are being educated that the Renaissance is not finding even recognition."

Headmasters of schools, the writer says, see nothing in the new art but chaos, and this artistic snobbery stands in the way of true aesthetic appreciation. This snobbery comes from the nineteenth century when a person who could appreciate art, or said he could, was considered superior to a person who could not express appreciation.

"It is the survival of that attitude which is causing so much harm today. The Royal Academy survives on snobbery. So does Covent Garden Opera. So, curiously enough, does the vogue of Russian Ballet. A writer's name is no sooner

Leading Articles

known to the public than he is lionized by the snobs, lunched, dined, invited to America to lecture: ten people know the color of his eyes for every two who know his poetry. The extent of the aesthetic snobberies is almost impossible to exaggerate. . . . These snobberies are not innate: they have been inculcated by so-called education. Before the Renaissance can lead to any healthy growth, education must eradicate them."

Indians

SOMETIMES THE WHITE MAN feels sorry for the Indian. According to his standards the Indian's habits are lazy; he is dirty; and he lacks ambition because his desires are limited. But the Indian also pities us. He is sorry for the man who must have tools and implements of civilization to build a canoe when the Indian can do quite as well without them.

Writing about the Menominee Indians in the *Wisconsin Magazine of History*, Dr. Willard H. Titus declares that there are as many kinds of Indians as there are of white men. He has seen two Indians work tirelessly for two days and a night to make a canoe in which to go fishing. And the Indian who lives by fishing will work as hard as any white farmer during the season.

Indians are carpenters, farmers, basket makers, lumber men and skilful tanners. They are poor because their labor often ceases just where the white man would work hardest. His needs are satisfied at that point. Mats are woven by the squaws and are used for everything from clothing to tent covering.

"I cannot say they are beautiful," says the author, "but they help make the Indian what he is—a motley jargon of color and feathers. I must say, however, that many of these gaily dressed fellows winding their way through the dense forests which abound here have made a weird and picturesque impression which it will be impossible to blot from my memory. No fashion makes it necessary to drop a half-worn dress. No styles change save by the ingenious caprice of some maid or brave who aims to make himself more conspicuous. No one copies his neighbor, everyone aims to be different, and they all succeed admirably. . . . They cling to their paint and their dirt as tenaciously as they do to their traditions."

Dr. Titus says that the reason the Indians lack skill, as we know it, is that each man has to be laborer as well as artisan. When he makes his house, he must first get the materials and then build. While most of the houses are in tent style, there are some permanent dwellings which are comfortable.

The Indian spends much time gathering his food since it is one of his prime necessities. He glories in the chase and has a moral sense about it. Unlike the civilized hunter, he will not snare an animal or attract him into a pit with bait. He will give the animal an equal chance with his own to defend himself, never remaining under cover to strike.

Beasts with peculiar sagacity, cunning, or bravery are greatly admired by the Indian. Among these are the porcupine, the eagle, and the goose: the last because he warns of coming winter and heralds the spring.

"It is from this bird he obtains not only flesh to eat and feathers to wear but also the bones he makes into needles," writes the author. "The good squaw believes if she uses these needles in making her husband's leggings and if the deer, whose skin she uses, has been properly killed, her husband will never go astray."

In his leisure time the Indian manufactures multiple objects strange and nameless. Of beads he is most fond for ornament. These he gathers from traders or makes from shells, animal teeth, or pebbles. To perforate or otherwise prepare these, he spends hours working with infinite patience and skill. Unfortunately they are worthless baubles when he is through. He is also especially fond of any shining object with which he decorates his clothing. One time Dr. Titus presented a chief with a tall silk hat and an old clock. The next day the Indian rode into town to thank him, wearing the hat. In the crown he had fastened the clock wheels, bright and shining.

"When I had complimented him on its appearance," concludes the author, "he said with kindness but some pride, 'I wonder why you did not think of doing that yourself.'"

A German Visits America

FRANZ BERTHOLD, a member of the Federal Economic Council of Germany, made a seven-months' tour of the United States recently. His object was to find in American local government suggestions which would help him in the reform of local administration in Germany. Writing of his impressions in the *National Municipal Review*, Dr. Berthold says:

"The stranger in America is first struck by the mental attitude of Americans, which can be described as one of honesty, openness, broadmindedness, common sense, and a trend toward the practical rather than the systematic. This latter tendency is especially striking to a German official, who has been trained in theory and system, and who has to admit that it is possible to carry on successfully the administration of a country as big as the United States (with its forty-eight states—more than twice the number of the German *Länder*) without trained officials, in the German sense, and without any very finished or refined legislative or administrative machinery.

"It is difficult to decide whether it is better to follow the German way which involves a system founded on general experiences and intended for general application but which may fail to meet the difficulties of an individual case; or whether it is wiser to follow the ex-

ample of American administrative officials of applying an individual decision to the characteristics of each case as it arises—a course which runs the danger of repeating mistakes already made. Perhaps it is right and possible to take the middle way. It seems to me that in Germany we rely too much on theory and system, but at the same time I think that the United States could profit from a little more of both."

Dr. Berthold also noted that a nationwide community feeling is greater in America than in Germany. Universities are built with private donations. Taxes collected in New York are spent in Nevada. But we are reminded that the philosophy of the tax-commissioner: "If Nevada's business is better, then New York's will be better," is more likely to grow in a wealthy country than in one in which each state is struggling to survive, as is the case in Germany.

An Hour With Erich Remarque

ERICH MARIA REMARQUE, sturdy front-line fighter and author of the famous "All Quiet on the Western Front," never gives interviews. But he is fond of France, and frequently visits Paris and his friend Frédéric Lefèvre—editor of the *Nouvelles Littéraires*. In his literary weekly, Lefèvre tells of an hour's talk with Remarque. Their conversation bodes well for Franco-German accord.

Says Remarque, as translated in the *Living Age*:

"I never had any intention of writing a war book. The very eve of the day I started to write I was not dreaming of any such thing. And then the next morning it was raining. I could not go out. I remained indoors, reflecting, asking why, in spite of the fact that my health was good, my material life well assured, and everything going satisfactorily, I was nevertheless unhappy. I had the impression of being shut off, separated, amputated from some mystery I cannot define. Why was I alone, alone? I don't know how long I kept asking myself why I was in this condition.

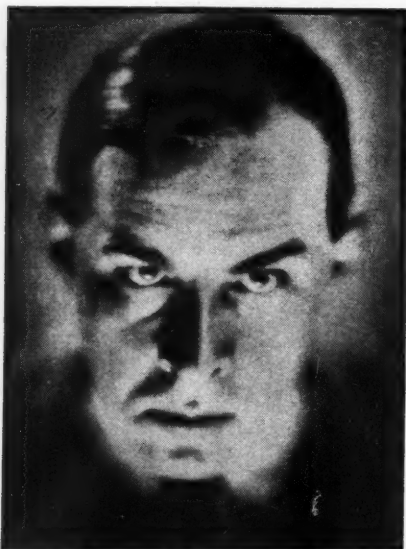
"I slowly sought back in my mind, and my memory led me to the time of the War and I realized that during the War I was not alone, I had comrades. Yet of all the comrades I loved during the War none had the same spirit, the same culture as I, yet they were my comrades and I loved them. I had the feeling of being profoundly attached to these men and this feeling did not rest in any way on intellectual values shared in common. And then, as I reflected on the comradeship created by the War, on that communion of spirit that is not based on intellectuality, I came to the conviction that if I should meet the two or three comrades of that period who have survived I should still feel as close to them as during the carnage, whereas nothing could attach me to them if I were to meet them for the first time today."

Remarque is now delicate, and spends six months of the year at Davos, Switzer-

Leading Articles

land, because of his lungs. He has written a sequel to his first masterpiece, soon to appear in book form as "The Road Back" or "Après" in French. In this connection he continues:

"The composition of my new book was rather difficult. I conceived of a work three times as long as 'All Quiet on the Western Front,' but on my own initiative I cut down the manuscript about two-



Reprinted by permission of *Vanity Fair*

ERICH MARIA REMARQUE

thirds, which makes it only a little longer than my first book. If I have made certain excisions, it was simply not to fatigue the reader with episodes that are almost exactly alike. In principle, all the events I wanted to describe, all post-war events, were similar. So that it was simply a question of choosing the most striking episodes. But enough. Let us pass on to something else. I have never talked so much about my books. If I liked to discuss them I should be nothing but a booster."

Hard-Boiled Marriage

"I AM CONVINCED that our present-day approach to marriage is too unselfish. Yes—too unselfish. Too filled with a hangover from the mauve and moral decade that duty is preferable to beauty; that endurance is nobler than ecstasy. I am convinced that what modern marriage needs is a strictly hard-boiled approach." Thus writes Marion Castle in *The Woman's Journal* for January and proceeds to develop her defense for this new remedy for modern marriage.

To those who are young and twenty, Miss Castle recommends sitting down and coolly deciding exactly what you want of life. If a career, go after it, as remorselessly as would a man; if a career and marriage, choose the kinds that will merge; and if, as is most likely, you want to make a career of marriage,

she recommends being "as ambitious as any young bond-salesman stalking a prospect." Decide on the kind of marriage you want, then go after it—a purely selfish method.

First, it is necessary to find your man, the man whom you must like, even before you love him, whose background—social, religious, mental—will be similar to yours, who possesses for you the keenest physical magnetism. And, having found this man, you must win him, realizing he, too, is looking, though not as consciously, for a mate. Even when you are rewarded by the right husband, your real job is still ahead. Analytical observation has shown the "hard-boiled" huntress that the marriage which is most fun is entertaining within itself, "based on companionship—that pleasant blend of laughter and affection and sympathy which is a never-failing recipe for a delectable marriage," simple social life, no extra-marital samplings, no careless drinking.

And, concludes Miss Castle, if you are to be completely happy you must be indispensable to your husband. "My rare gift to him must be the fusing of passion and poetry; earth and flame; body and spirit. These will be my gifts beyond price." So when Miss Hard-Boiled 20 is 70, whatever reasons the world may give for her successful marriage, secretly she will have to acknowledge to herself "That my fifty years of thrills and happiness and wealth of living were due to but two things: a purely selfish state of mind, and the fact that I was a hard-boiled go-getter from the very start."

A Business Prophecy

"THE VOLUME of production of the factories and the mines of the United States (as reported in the *Federal Reserve Bulletin* and by other reliable agencies) will increase through the year 1931 toward the next peak, which will probably come in the first half of 1932." Mr. Alvan T. Simonds, president of the Simonds Saw and Steel Company, makes this statement in the January issue of *Machinery*. He states it as a forecast based on a study of economic facts and not as a hunch or guess or opinion.

"The major movements of this factor," he writes, "which appears to record the combined effect of a great many, if not of all, economic influences, have proved reliable in forecasting correctly, many months in advance, every major swing in industrial production since the close of the World War." By the use of charts Mr. Simonds shows that extreme fluctuations in the volume of business are preceded by extreme fluctuations in the cost of borrowing money. The cost of credit has decreased from November, 1929, to date. This means that a corresponding rise in the volume of business during 1931, reaching into 1932 will follow. Money rates are then almost certain to

increase to an abnormally high rate. He cautions us to remember that if money rates are allowed to keep on increasing to an extreme level, this increase will be followed about a year later by a turndown of business into another serious depression. By avoiding extreme changes in money rates, extreme changes in business may be also avoided. He concludes this paragraph: "Business men generally can assist in preventing the next rise in money rates from going to extremes. In an article like this, nothing more can be done than to point to this one thing, which we can all help to accomplish. While speaking of it as one thing, it is probably the one influential factor that represents the effect of nearly all other economic factors. In looking ahead through 1931, then, let us keep our attention fixed on the point when interest rates begin to turn upward, and then watch this upward swing and our business commitments with great care."

The author believes that if the facts stated in the concluding paragraphs were appreciated by all who desire to keep the road of business more nearly level, this desire could be realized.

That Southern Languor

"THAT Southern Languor," written by Clarence E. Cason in the *Virginia Quarterly Review*, eulogizes a characteristic often frowned upon by the energetic North and West.

Work for work's sake has become an American folkway; labor has been dignified, idealized and deified in America, says Mr. Cason. New England philosophers, from Emerson to Calvin Coolidge, have emphasized the values of thrift and work. Genius, in its modesty, as characterized by Benjamin Franklin, Thomas Edison, and Andrew Carnegie, has emphasized ceaseless toil.

But the philosophy of the South remains unchanged. The Southerner still rides about his plantation in the morning, dines at noon, sips his coffee at leisure on the verandah, and does no work the rest of the day.

"The South is the only part of the United States that has not as yet accepted work as the *summum bonum*," concludes Mr. Cason. "Southern climate has something to do with the recalcitrance, but a fundamental and characteristic bent of mind is the factor of deciding importance. Vestigial remains of a society built upon social values are still the conditioning elements in the South."

"Popular philosophies and moral virtues spring from situations and circumstances which are often of transient vitality. The indefatigable work which felled the trees and planted the virgin soil in the pioneer days of America had its virtue and its time. But now in our era of comparatively advanced civilization we cannot always rely upon the

(Continued on page 74)



FLOYD
GIBBONS

Science Rescues the Deafened

By FLOYD GIBBONS

IN MY BROADCASTING experience, I have noted one strange thing about radio—a thrilling thing, to me hardly less a miracle than the wireless art itself.

I don't know if science yet recognizes it as a fact that sound, when flung from broadcasting aerial to receiving aerial, takes on somewhere in its journey through unwired space a new quality, an added resonance making it audible to people doomed by impaired hearing to live in a world of silence.

Just the same, I believe it is true. I can't help believing it after all the hundreds—yes, thousands—of letters I have had from the afflicted from all over the world.

The letters have come from all sorts and conditions of people—from city apartments, village homes, remote farms—all making the same pull at the old heart-strings. Between the writers and me a curiously close bond has been established by that extra magic of radio which delivers a voice out of loud-speaker or ear-phones with something it did not have when it went into the mike. Let this one letter—from the late mail yesterday—explain the bond:

"Dear Floyd Gibbons: Your voice over the radio is one of the very few that I still can hear. My world has become smaller and smaller as my hearing has failed during these last years, and it does seem nowadays that the radio is my only living companion in it. When I lose that, life will be a burden, indeed.

"I have a devoted husband and a son and daughter who, although grown, are unmarried and live at home. Not so long ago in reality—but it seems ages!—we made as happy a little family group as you ever 'dropped in and pulled up a chair' with. But now a curtain of silence has fallen and cut me off from my own flesh and blood. It makes me feel almost a stranger to them.

"I have not let them know. Somehow, I cannot. But for months back I have not heard a single word that has been spoken in our home. I try to read their lips, and their expression has told me of many rather ridiculous failures. So even the company of my dear ones has become a strain. More and more I want and try to be alone.

Advertisement

"It is a blessing, one that I do not quite understand, that I can still hear the radio. Maybe that is because the radio does not have to be answered, and there is no need to keep up a desperate pretense with it at heavy expense to the nerves. I am writing you in this way for two reasons.

"It is a relief to give my confidence to some one whom I feel to be a friend—and yet who, I can be sure, will not betray my secret to my family. That is the first and big reason, I dare say. But also I would like you to know how much your radio talks mean to me, and how could you know if I simply echoed words you must hear very often and told you that I greatly enjoyed them?"

That is just one letter. One out of hundreds and hundreds, nearly all of them hinting at some parallel domestic tragedy and revealing a similar determination on the writer's part to hide his or her infirmity from the home group, or from the folks at the office.

Recently, talking with an expert who has dedicated his life to breaking through those walls of silence that surround the deaf, I learned that this secretiveness is all but universal among the afflicted.

"It's the worst feature," the expert said, "of one of the most serious problems we have in this country today. As closely as we can estimate, fourteen million Americans—young and old—are victims of impaired hearing. I believe that the great majority could be easily helped if it were not for the extreme sensitiveness that makes people try to hide the fact that they are 'hard of hearing.'"

That figure the specialist had quoted left me gasping. I interrupted to make sure that my own ears had not been playing a trick.

"Fourteen million Americans with defective hearing?" I exclaimed. "Why, that would be about one in ten through the whole population!"

The expert nodded. "That is the estimate. And the worst part is that not one in ten among the fourteen million will make the first move to correct the condition by revealing it. I can't quite understand the psychology of it myself—at least, I can't understand it in the early stages—for it is quite as natural

that ears go wrong as that eyes will.

"But people seem to make a distinction. Let them develop some trouble with vision, and recognize it, and off they go to the oculist. When there is trouble with hearing, though, it's another story. People procrastinate. They may think the trouble is one that will pass; at any rate, it is only in the rare case that anything is done about it in the early months or years of the affliction. And by my own observation and that of other observers, the worse the condition grows, the more pronounced becomes the tendency to concealment. I tell you, if our people would only be as kind to their ears as they are to their eyes, America would be on a far higher plane of efficiency and happiness!"

NOW, TO ME that was a mighty interesting question the expert had brought up. Why, after all, should people be more sensitive about ears than about eyes? Is it because hardness of hearing has been, from far back, a subject of jest—because it's human nature not to want to be laughed at?

A phrase from that letter quoted above returns to mind:

"I try to read their lips, and their expression has told me of many rather ridiculous failures."

I can picture the son and daughter of that tortured woman—can characterize them by what was written between the mother's lines. The fact that they have grown to manhood and womanhood without spreading their wings tells me plainly enough that they love their home and the parents with whom they share it; for these are days when home-ties are generally none too strong. To such children, no affliction could befall their mother that would appear "ridiculous" to them. The mother's fear of ridicule might argue a change within her own mind—a change such as the expert told me often comes with approaching deafness—a breaking-down perhaps dating from her first effort to play a part before her loved ones, her first decision to exclude them from her confidence.

In my pre-radio years of headline hunting, when I was reporting for newspapers at home and corresponding for them abroad, I had contact with a number of people who were hard of hearing. I look back to some incidents now with

a smile, to others with a little tightening around the heart.

Never will I forget my two interviews with a famous Prime Minister of Australia. When we first met, his ears must have been failing over a considerable time—and, like the average man described by the expert, he was apparently making no attempt to find relief. I think he had begun to depend on lip reading and a "good ear" to keep his affliction under cover from those about him; nevertheless, there was no one in his party who did not know he was hard of hearing.

That first meeting with the Australian Prime Minister was back of the lines in France, where he was reviewing our American doughboys of the Thirty-third Division. After the troops had swung by, I undertook to interview him on Australian politics—but the interview never got beyond the first question.

That question was a general one, designed to bring an answer that would give me a general idea of conditions in the Antipodes. I had been advised to speak loudly, and I did; but I noticed that the Prime Minister kept his eyes on my lips. And he wasn't the accomplished lip reader he possibly thought himself, either. His reply, warmly spoken, brought a smile to more than one face in the group behind him.

"Yes! yes!" he said. "Your Yanks are all fine boys!"

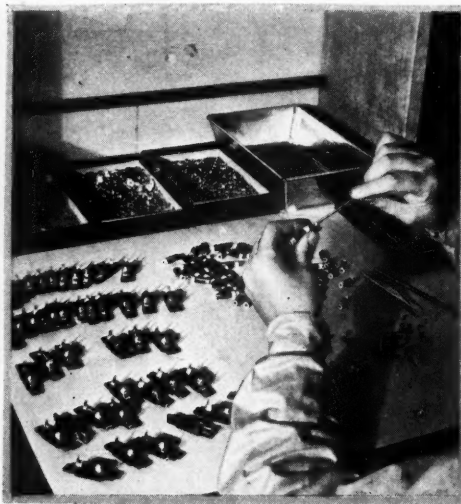
IT WAS a long time afterward when I next tried to interview him. I was in Melbourne, and visited him in his office in the Australian Commonwealth Capitol there. The Prime Minister by that time had given up the attempt to conceal his defect in hearing and was employing a mechanical aid to correct it. The gadget stood before him on his desk, in a box, and with its assistance he heard me perfectly. But he was still a hard man to interview. He had turned a handicap into an advantage. Whenever I started a question that showed early ear-marks of being too difficult or too delicate for convenient answer, he smilingly reached forward and switched off the amplifying machine. There was no beating that defense. He heard only what he wanted to hear; and I heard—and printed—only what he desired that I should.

I have known just one other man with poor hearing who found a way of making capital of it—and I will always believe that he heard a great deal better than he persuaded others to think. This chap was one of my brother reporters in Chicago, one of the reportorial type known through the newspaper business as "gum-shoes." No great shakes as a writer, but a great hand and a great head on a mystery story, or any other yarn that similarly required patient and inspired investigation.

Times without number I have seen him drag facts from a reluctant citizen or official by pursuing a method distinctly his own. The "bad ear" was the trick in that system, and it would be established early in the interview by a hand cupped behind it. Words had to

be shouted for that wily gum-shoe to hear them—unless he wanted to. But I have never known him to miss a whispered aside. That may have been lip reading; I still have my doubts.

At any rate, the system threw a nerve strain on the person being questioned.



"... precision workers of the highest type." Into each Sonotone instrument go over 100 parts smaller than the head of a pin.

He was obliged to repeat and repeat, with the interviewer constantly misunderstanding and murmuring answers that had not been spoken, but which he shrewdly suspected to be more in the direction of the truth.

It was a wearing-down process. The gum-shoe had patience without limit, and he knew his game from years of practice. With his raspy "Louder!" and "Hey, hey! What's that?"—with a sudden, triumphant roar, "That's not what you said just now!"—with such well-timed and tricky interruptions, he would more often than not get his victim so rattled that the facts in the case eventually came blurring out.

That is how one newspaper man capitalized a defect by magnifying it and playing it to his own ends. But there was another co-worker and a very good

friend of mine with whom it was an entirely different story when his hearing began to go bad on him. He was a star reporter, as clever at writing a story as at rounding up the facts, and I could see his whole character undergoing a change as his ears failed him. It was only the more pathetic for his friends to watch, since he tried to hide his growing deafness from us and from his editors.

I now know there was a long period when he refused to admit even to himself that that all-important sense of hearing was gradually dulling.

He had been one of the most cheerful fellows imaginable, and one of the most popular in the crowd. I had perceived a drooping of his spirits long before I realized what his trouble was. I saw him turn morose, saw him lose his popularity by degrees, saw him begin to shun the company of men who'd have gladly gone to any length to help him.

OUR WAYS drifted apart, as ways will in a business where men learn to keep bags packed and hold themselves ready to start for the ends of earth at a moment's notice. I lost track of our falling star for many months; then I heard he had given up his newspaper job and gone to free-lance writing. With all his talent, he hadn't been able to keep pace with men of slighter experience and smaller gifts. As the story came to me he had "gone completely sour"—and that, as I gathered, meant not only in a professional but in a personal way. Long before he quit, he had developed what was described to me as a chronic grouch.

As I mentioned, we had been good friends, that chap and I. Something inside me suggested that it would be just as well if I never saw him again. I preferred to remember him as the gay companion of the headline hunt that he had been for so many years. And when I bumped into him on a sidewalk of New York the other day, I honestly believe that I'd have dodged if I had only had half a chance. How glad I am that I didn't!



"... in a busy plant that had more the atmosphere of a laboratory than a factory." An assembly room in the Sonotone plant at 19 West 44th St., New York, N. Y. These workers deal in measurements more exact than those of a Swiss watch.

Advertisement
transcribed

He recognized me at the same instant that I saw him. Immediately he was smiling what appeared to be his authentic old-time smile—a whole yard and a half of it. And his joyful shout sounded a lot more like the man I had known long ago than the aloof and unsocial fellow he was reported to have become.

The corner at which we had run together happened to be one of the noisiest in town. It was the corner of Forty-second Street and Sixth Avenue. Elevated trains thundered in a steady stream overhead. Flat-wheeled surface cars banged joltingly in four directions. Motor-trucks rumbled in close-packed lines, and taxis threaded through the slower traffic with horns continuously shrieking. In a bedlam like that, a man would just naturally raise his voice to pass a hail to anybody. In the circumstances, I hardly expected to make myself heard. But a mighty effort was due for auld lang syne, and I raised my voice and yelled.

"How the dickens are you? You're looking fine!"

I put every ounce of steam in the old boilers behind those words—and I could just barely hear them myself through the screaming of brakes and grinding of steel on steel as a heavy train slid into the "L" station above.

But my old pal heard me, bless him. At once he came back with: "I am fine. Had a little trouble with my ears since I saw you. That's all."

I want to tell you, it was wonderful to hear that once-upon-a-time ring in his voice again. My immediate surmise was that he had got lip-reading down pat at last. Nevertheless, on general principles, I put everything I had behind my shout of congratulation.

That wide grin widened still further.

"Don't need to holler," said my

friend. "Guess it's a hard habit to get out of, once a fellow gets into it. But it isn't necessary—not any more. I'm hearing as well now as I ever did, or ever wish to."

"Great!" I said.

"You—you just bet it's great," echoed the man who had come back out of the silence. He turned his head and lifted a hand. "Hadn't noticed this—had you? Most people don't!"

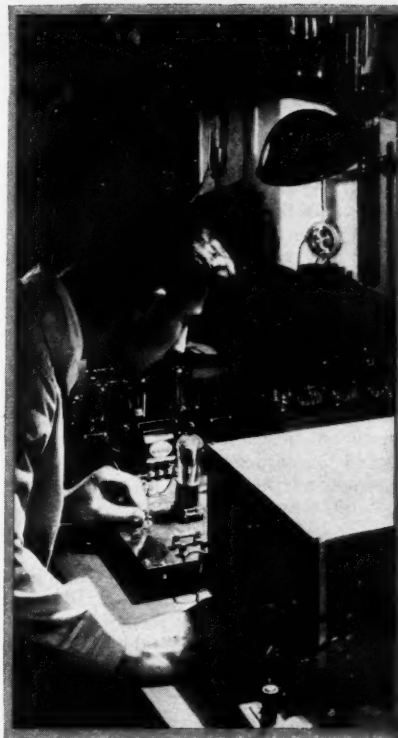
He was pointing to a tiny, shiny black disc, tucked neatly and all but invisibly away in his left ear and connected with a cord that looped back over the ear like an eye-glass ribbon.

"The biggest magic," he said, "that ever came in so small a package. It's called the Sonotone—and it has made me as good as new."

My mind flashed back to the second interview—to that formidable box on the Prime Minister's desk in Melbourne.

"I've heard of such things—seen 'em, in fact," I said. "But where's all the machinery?"

Well, sir, right there on that corner of Forty-second Street and Sixth Avenue I



These research experts in the Sonotone Laboratory are constantly searching for new ways to capture sound.



(Left) A tester in the Sonotone Laboratory. His ear is trained to detect the most minute flaws in sound reproduction. (Above)—an assembler



got a demonstration of scientific progress in the next couple of seconds that fairly blew my hat off. There had to be other apparatus, of course, to enable that hidden earpiece to do its wonder-work, but no suitcase was needed to pack it.

The "works" behind the earpiece had been so cunningly scaled down and refined that it was more like jewelry than machinery. I mean just that. My friend showed me a mid-get microphone that might have been a cigarette case stowed in his vestpocket; then a battery taking up no more pocket room than an eye-glass case. The ribbon-like wire running from the earpiece fell inconspicuously under his coat to connect with them.

My hands were up.

"It beats me," I said.

"It saved me," my friend soberly avowed, "from being beaten. You'll never know what I went through. No one ever will. If I'd only known of Sonotone sooner—hadn't been victimized by false pride!" He glanced at his watch. "I was on my way to call on the man who gave me back my hearing," he said. "Want to meet him?"

I nodded and fell into step. I could acknowledge a debt, too, to a man who had given me back a friend. A few blocks away, I found myself in a busy plant that had more the atmosphere of a laboratory than a factory. At least, I had seen enough of fine technical manufacturing to recognize precision workers of the highest type whom I saw on my way back to the private office of the scientist who headed the Sonotone Research Laboratories.

THE SCIENTIST, cheery, ruddy, past middle age by a year or two, perhaps, is the expert whom I have already quoted. He holds Doctor's degrees from three universities and the walls of his office are thickly hung with medals from scientific societies, universities, and foreign governments.

What immediately impressed me were the youthful quality of his eyes, and the firmness of his handclasp, but the eyes in particular. In my experience, the men whose eyes stay young after their hair is gray are those who found and stayed with jobs that pay their greater dividends in a consciousness of useful accomplishment.

"Your own hearing is good," he said immediately to me. "I can see that. Faces show." He turned to my friend.

"What progress? Remember, after the long delay we shouldn't expect quick results."

"Results?" I interrupted. "Why, I can still hardly believe it. He hears perfectly."

The expert smiled.

"With the aid of the Sonotone, you mean," he said. "But that is not what I meant. In many cases, use of the instrument tends to recreate natural hearing."

For the rest of the afternoon we sat and chatted. I told the scientist of my experience with the Australian Prime Minister. He smiled at my mention of the big box on that desk in the Australian Capitol, and described his own labors in making Sonotone compact and portable after attaining the proper degree of amplification, searching the world for especially suitable materials and expert precision craftsmen to work out his manufacturing process.

"The hardest thing I have found to combat in my work," he repeated, "is the unwillingness of people to admit they do not hear as well as others. If it were not for that absolutely foolish sensitiveness, loss of hearing could be considerably checked in its early stages in most

cases. That sensitiveness, though, is human nature. Since it could not be changed, the next best thing was compromise. People reject the old ear-trumpet; they don't want to be conspicuous, don't want anything which directs attention to their failing.

"In Sonotone I finally devised an efficient instrument that the hard-of-hearing may turn to as readily as nearsighted people do to glasses. I have found women generally more sensitive than men, and it is a fact that a woman can completely conceal her Sonotone from the sharpest eyes. Her hair is easily arranged to hide the ear-piece, and the microphone is practically as efficient when under her dress as when worn in the open."

THE EXPERT'S FILES, I was informed, contain an amazing array and variety of human-interest stories. Some of those he told me at random that afternoon will stay in my memory a long time.

For one, there was a story of a husband who loved music, and a wife who was going deaf but would not confess it. It had been their habit of years to attend

two concerts each week. The wife who kept up that practice even after her hearing had failed completely. She had become an adept lip-reader; but she couldn't read what violins and cellos were singing, and every concert was agony to her. She heard nothing. She applauded when others did. She wrecked her nerves at her game of pretending.

In desperation, finally, she found her way to the Sonotone Laboratories and returned home with a Sonotone and a confession.

"Weeks later," said the scientist, "the husband came to me and introduced himself. He told me he had known for a long time of his wife's affliction, and had continued his concert attendance simply for the psychological effect on her."

"He had resolved not to betray his knowledge by word or sign until she was ready to tell him her ears had failed. Since she had been using the Sonotone, he said, she had become her old self. 'I feel that I have won her back,' he told me, 'and we were starting on a new honeymoon—a trip around the world.'"

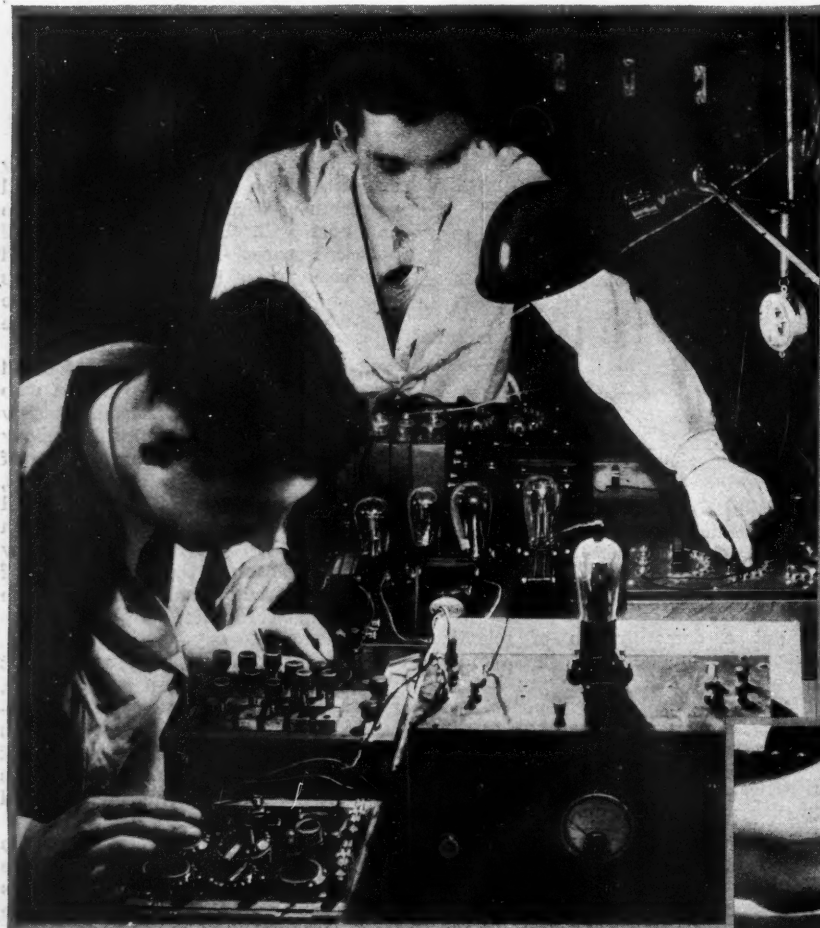
Then there was the case of a woman to whom Sonotone brought the voices of her children for the first time in ten years—a story geared to pathos that lifted to a dramatically happy ending.

A yarn with a smile came after that one. It concerned a man who did a great deal of public speaking over a course of years, and at last became so deaf that he couldn't hear his own voice. He took his wife into his confidence then, and she became a secret ally in his audiences. When the husband's voice was pitched too high, she would signal the fact to him with a surreptitiously lifted hand; when it was too low to carry to the rear of the auditorium, another signal.

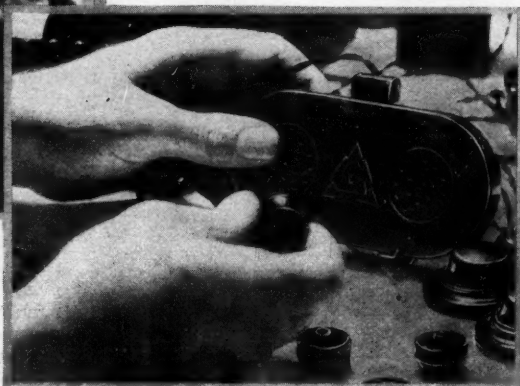
Through a friend similarly afflicted, the orator discovered the Sonotone. At the first test in the laboratory, the little instrument proved itself.

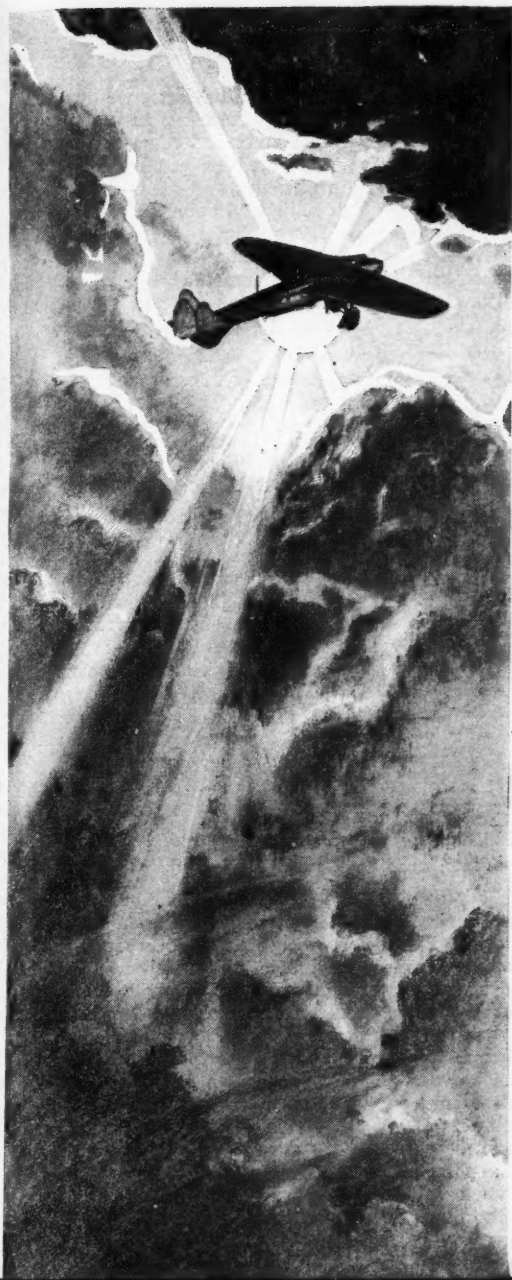
"Maybe it sounds like a strange sort of compliment," said the patient with a smile, "but I told my wife that you've destroyed her usefulness."

There were literally thousands of such stories, I was assured, in those big cabinets filled with testimonials from folks whom he has helped out of the silence. And how many more thousands, still with the happy ending to be added, among those fourteen millions on whom the silence is closing—or has closed?



The Sonotone contains parts that must be accurate within one ten-thousandth of an inch. These parts are imported from Germany and refinished here by trained precision workers. Above—in the Sonotone Research Laboratory at 19 West 44th St., New York, N. Y. Right—testing the transmitter.





He no longer flies alone!



Formerly a man a mile above the earth was shut off more completely than if he were

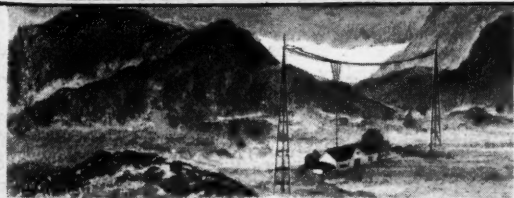
in the heart of Africa or the depths of the frozen north.

Now the Western Electric radio telephone ends that isolation. The flier whose plane is equipped by Western Electric is always in touch with ground stations, and he flies with greater dispatch and greater safety.

This telephone for airplanes grew out of many years' experience in making telephones and other apparatus for the Bell System. It is one more example of Western Electric's skill in the art of voice reproduction.

Western Electric

Makers of your Bell telephone and leaders in the development of sound transmission



The nation's leading airlines safeguard their passengers with Western Electric Airplane Radio Telephone

Leading Articles

(Continued from page 68)

philosophy of the laborer and the pioneer. In the face of some apparently contrary evidence, the fundamental movement in the United States is away from utilitarianism, and not toward it. There is gradually rising a class whose philosophy is superior to that of the peon and the coolie.

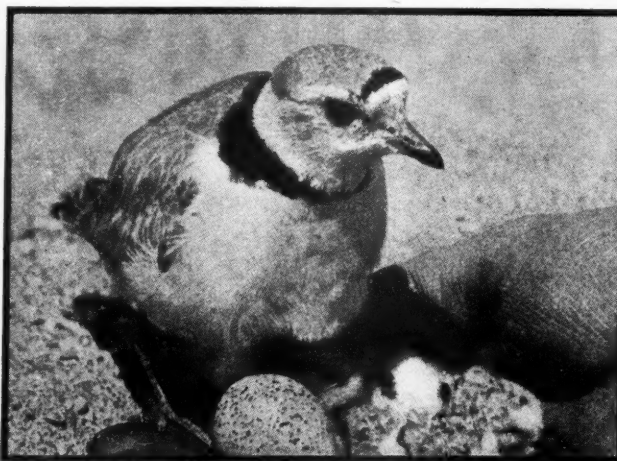
"Gradually the American mind will emerge from its absorption with toil and material productivity. Work as such will no longer be glorified as basic in the moral structure, as an essential of respectability, as the corner-stone of success and happiness, or as the force which swings the gates of heaven. With the wilderness cleared at last and with the attainment of economic security, the American will soon begin to seek the quiet luxuries to which his labors have entitled him. Work is to be relegated to its true position—that of an unpleasant necessity which is to be avoided so far as possible. America is already casting about for a practical art of leisure. Through all the vicissitudes of its fortune, the South has successfully maintained its freedom from an all-consuming occupation with material industriousness. And its rich formula has been preserved for the coming day."

Plover in Pictures

THE STUDY of natural history has been aided materially by the motion picture camera. In *Natural History* Alfred M. Bailey, director of the Chicago Academy of Science, tells of his experience with a pair of plovers on the shore of Lake Michigan. It was the nesting season. The author and his companion realized their proximity to the eggs by the worried tactics of the parent birds. After a long and vain search for the eggs, the men hid behind a sand dune. Immediately the birds were quieted and the female looked about anxiously and then settled on her sand nest. The protective coloring of the four large eggs was such that they could not be distinguished from the sand until thus pointed out.

For twenty-four days the photographers watched. Day by day the pipers grew more friendly as they were photographed. But the triumph came on the final day when three little pipers had been hatched. One egg remained in the nest but the babies were gone. They were discovered fifty yards off, fleet-footed and hardy-lunged, and after a chase were corralled and put back in the nest, while the camera was being set up. Then, Dr. Bailey continues:

"When the gray-and-white coated downy babies were released, they acted like a miniature bomb. They ran in three directions, and kept going. They repeated the operation as many times as we cared to perform the experiment, and it was only after many attempts that we secured pictures of an old one with the youngsters. The precocious babies of the piper are well able to care for themselves from the first.



Photograph by Alfred M. Bailey

A TRIUMPH OF THE CAMERA MAN

The mother plover hovers over her babies and an unhatched egg, held in the naturalist's hand.

"One of the old ones showed great solicitude for the remaining egg. She knew well that the hot sun would soon kill the unhatched baby, and she hovered anxiously over it and called plaintively when we returned with the youngsters for another photographic attempt. She was so tame that we performed an experiment, and in return, we received the thrill of a lifetime. My companion stretched upon the sand, with the egg and youngsters in the palm of his hand. Deer flies settled upon various parts of his anatomy and thoroughly enjoyed our efforts at photography—for he had to hold still. Both plovers advanced timidly, and then the mother sidled up to the outstretched palm, and with her beak rolled the egg upon the sand. The egg was replaced. Then, with scant hesitation, the little plover stepped upon the hand and, with outstretched wings, hovered over the egg and young. The motion-picture machine whirled merrily—and the other plover drew near. He crept alongside his mate, uttering low, piping notes. With his breast he shoved her from her place in the hand, and took his turn at brooding the young."

The Struggle for Existence

THE MOST VITAL worker in our civilization, the farmer, is the least rewarded, writes Dr. George J. Peirce of Stanford University in the January *Scientific Monthly*. As we pass the pio-

neer stage, he declares, we approach the conditions prevailing in older countries where honors and rewards have always gone to the non-producer, first to the man of might and now to the plutocrat. Yet we depend upon the food products of the farmer for our very lives. Young men and women leave the farm to go to the city because of the delayed, the miserable, and the uncertain pay for what we cannot do without.

"I see no immediate prospect of our civilization re-making itself," says Dr. Peirce. "On the contrary, until civilization is forced by hunger, in the struggle for existence, to insure its food supply, the care of individual and public health, the protection of property and even the aspirations to a higher life will simply intensify the struggle for existence. We must readjust our rewards; we must compensate the producers of necessities at least as richly as we reward equal ability in other lines.

"But to do this implies a social revolution in comparison with which those of the recent and more remote pasts are trifling; in which human nature, always controlled more by sentiment than by reason, will have to overcome the habits of centuries; in which wars, epidemics, famines will have their terrible parts; and before man achieves it or understands it, will have taken enormous toll in human life. For until we have insured our food supply, we shall continue to be in jeopardy."

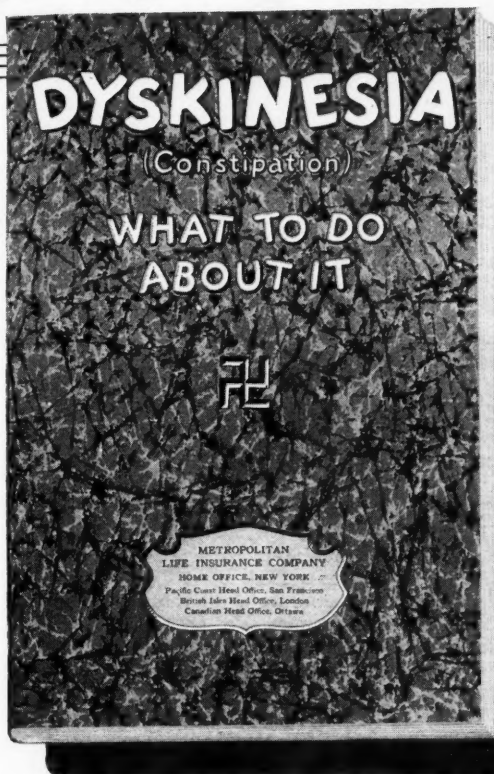
A Remedy for Unemployment

"IT SEEMS OBVIOUS that the real solution of our economic crisis lies in reducing wages in a number of key fields to whatever point will reduce unemployment to normal," writes Raymond Bill in *Sales Management*. "Such a change will increase the standard of living of a large number of workers, and will cause the United States to enter into a new era of prosperity, in comparison with which our inflation boom will look like the nightmare that it was. Normal volume of employment is a prerequisite to deriving all the benefits of our great progress in the mechanization of industry."

The writer points out that the price paid for human labor follows the law of supply and demand:

"Perhaps some may think that the policy advocated in this article will lead to further depression. Quite the contrary. Lower labor costs in certain fields can only lead to lower prices for goods and services of the kinds involved. And lower prices increase consumption."

DYSKINESIA



indigestion, dyspepsia, chronic inflammation of the intestines, in addition to "below-par-ness" in general. They also suspect it is responsible for certain disturbances of the gall-bladder, or of the kidneys, and for other disease conditions frequently associated with old age.

Just as improper diet, incorrect health habits, lack of needed exercise, rest and fresh air will cause Dyskinesia, proper diet, correct health habits and exercise will cure it, even when chronic.

Take no medicine for it unless advised by your doctor. Send coupon for the booklet, "Dyskinesia", which describes diet, living habits and exercise necessary to overcome constipation. Mailed free upon request.

IF MISERY loves company, the person who has Dyskinesia [dis-kin-ees-ia] may be interested in learning from his family doctor that at least one in every three of his adult patients suffers from the same ailment. But he can take a good deal more comfort in knowing that Dyskinesia not only can be prevented but it can be cured — without resort to drugs.

Continued dependence on laxatives and cathartics, taken to relieve Dyskinesia, may be dangerous. They may bring temporary relief while causing great damage as time goes on.

Doctors attribute many serious troubles to Dyskinesia — colds, sick headaches,



What to do about it

Send this coupon today

Metropolitan Life Insurance Co.
1 Madison Avenue
New York, N. Y.

Dept. 231-V

Please mail without cost to me a copy of the booklet, "Dyskinesia", which tells how to avoid and how to overcome intestinal sluggishness.

Name _____

Street _____

City _____

METROPOLITAN LIFE INSURANCE COMPANY
FREDERICK H. ECKER, PRESIDENT

ONE MADISON AVE., NEW YORK, N. Y.

Finance

You can't say the old gentleman isn't trying.

By Rollin Kirby, in the New York World

The Fixed Investment Trust

By HOWARD FLORANCE

OUR AMERICAN investor is fickle. In 1929 no price was too high for a security that he wished to buy; in 1930 no bid was too low for the same security that he had grown tired of holding. In that earlier year, management in which he had confidence was worth a premium of perhaps half the book value of a stock. When the pendulum had swung the other way, management—as exemplified, for example, in investment trusts—was selling at a discount; their shares were almost invariably appraised in the market at less than their break-up value.

We recall, as an instance, the offering of shares in a new holding company, sponsored by an investment house of the highest standing, in September, 1929. The buyer was offered nothing except shares of stock in a concern which proposed to engage in business with the money furnished by him. But the bull market was at its height, and the offering, at \$26 per share, was oversubscribed. He who asked for 50 shares was permitted to purchase only 25. It seemed almost necessary, indeed, to get down on your knees to convince the sponsors that you should be permitted to place your money in their hands.

The bull market, we remind the reader again, was at its height. So insistent was the investing public to participate in the future of this new holding company that when trading in the shares opened upon the New York Curb Exchange there was active demand for them at \$39 per share. For the \$26 that A put into this concern's cash drawer, B on the same day was offering \$39. Fifty per cent. of assets was thus the premium value placed on management. If an investor placed \$2000 with this experienced management it was immediately supposed to be worth \$3000.

Such antics on the part of the public—for which the investment trust cannot be blamed—precipitated the crash that followed within two months. A year later, when the psychology of the investor had reversed itself completely, the same stock was selling at less than its book value; management was at a discount. This later situation, fully as unbalanced as the earlier one, will in time right itself just as the first one did.

Even present critics of management trusts concede that they will recover lost prestige.

Meanwhile the popularity that has always attached itself to the investment trust has centered upon the Fixed Trust, to such an extent that the fixed trust has become the investment phenomenon of the present day. It is estimated that a hundred of them were formed in the depression year 1930.

The idea is simple. You are a small or medium-sized investor, with \$300 or \$3000 to invest. You believe in the future of the country, and have faith in common stocks of seasoned corporations. Although your funds are comparatively small, you want the safety that comes with diversification and the satisfaction that comes with evidence of widespread ownership.

With \$300 you can buy one share of stock in the Southern Pacific Railway and one share in the Atchison system, or any similar combination. The fixed trust, however, offers you an opportunity to buy fractional shares in twenty or thirty or even forty corporations for that same amount of money.

With \$3000, or any comparable sum, anyone can be his own fixed trust. He can purchase—in the customary manner, through an odd-lot broker—one share of stock in a selected list of perhaps thirty of the country's outstanding corporations, ranging in market value from \$200 blue-chip issues like that of the American Telephone and Telegraph Company to shares of the Standard Oil Company of New York, which are valued at approximately \$25. For the person with that amount of money the fixed trust offers a service: he makes one purchase instead of thirty, pays one commission (larger, it is true) instead of thirty, assumes the care of one certificate instead of thirty, and receives a year's distribution in two instalments instead of 120. In addition, the service relieves the investor of all bother incident to stock dividends and subscription rights.

Quite simple indeed is the main difference between the management type of investment trust and the fixed type.



The fixed trust obligates itself to keep in its possession—in its “portfolio”—the precise securities which it owns when one purchases its shares. Management enters into this arrangement only in emergencies.

A fixed trust thus eliminates all possibility of any gain (or loss) that might accrue through the sale of one security and the purchase of another. The value of its shares will fluctuate only as the stock market itself does, rising and falling in periods of boom and depression; and the owner can tell at any moment what his certificates are worth by using paper and pencil and consulting the stock-exchange quotations in his newspaper. There can be no fictitious paper value resulting from mere popularity of an idea, from miracles expected of a management. It follows that the value of shares in a well-chosen fixed trust will not depreciate faster than the general market in periods of extreme pessimism and depression.

INCOME ALSO tends to remain even; for the first consideration in selecting the portfolio of a fixed trust is stability. A typical portfolio before us as we write has an average unbroken dividend record of thirty years. The corporations whose shares it includes are of the kind which maintain surpluses sufficient to carry them through normal periods of depression. Income from shares in a fixed trust is in the form of semi-annual coupons attached to bearer certificates, the exact value of each coupon being dependent upon the distributions declared during the previous six months by the portfolio corporations.

In most fixed trusts each share is a one-thousandth part, or a two-thousandth part, of what is known as a “unit”—a unit being one designated group of stocks making up the portfolio. In others it is almost any fraction that has been agreed upon, from a one-hundredth part to a fifty-thousandth part. The portfolio of this unit that is divided into 50,000 parts is made up of blocks of 100 to 300 shares

Finance

of stock in thirty-four of the country's leading corporations, the total number of full shares in the portfolio being 4800.

What is known to be the largest fixed trust, sponsored by a nation-wide group of investment houses, carries in its portfolio four shares in each of twenty-eight corporations—eight of them being railroads, five oils, twelve industrials, and three utilities. Some other trusts vary the number of shares: perhaps two shares of Union Pacific, eight shares of Westinghouse Electric, and twelve shares of Standard Oil of New Jersey.

There is remarkable accord among those who select stocks for the various fixed trusts. A comparative analysis of six representative trusts, made for the purpose of this paragraph, shows all six portfolios containing shares of the Atchafalaya and New York Central among railroad stocks. All six likewise include the American Telephone and Telegraph Company and the California and New Jersey Standard Oil companies. And all six put their faith in American Tobacco, duPont, General Electric, National Biscuit, United States Steel, and Westinghouse Electric. Five of these six fixed trusts contain shares of International Harvester, Woolworth, Consolidated Gas, and Union Pacific. Plainly the sponsors of fixed investment trusts have confined their choice to the most popular stocks.

And yet the idea is so elastic that there are fixed trusts which include shares in only one kind of industry—for example, chain-store stocks, bank stocks, and even New York bank stocks.

IF ADVERSITY does come to a corporation whose shares are in the portfolio, the sponsors of a fixed trust usually have power to sell that corporation's stock (perhaps after consulting with the trustees), and distribute the proceeds among the share-owners. The customary provision is that when a dividend has been passed for a specified period the stock must then be disposed of. There is generally no power of substitution; stocks may be sold but no new stocks may be bought.

What to do with stock dividends and rights was a minor problem. Some fixed trusts sell them and distribute the proceeds at the next coupon date. Others retain and add them to the unit. And, as might be expected, some fixed trusts offer the purchaser his choice of two types of shares—cumulative or maximum distribution.

Always in these fixed trusts there are three parties to the agreement: (1) the sponsor or distributor, (2) the investor, and (3) the trustee. The sponsor starts in business by purchasing the exact number of shares in the unit or portfolio, then depositing them with a trust company acting as a trustee, which authenticates and issues against them a specified number of trust shares. One typical portfolio, with a total of 180 shares in 33 corporations, is split up into 3000 trust shares.

The offering price thus becomes so low (usually between \$8 and \$12) as to

WHY INVESTORS HAVE PURCHASED OVER

\$150,000,000

NORTH AMERICAN TRUST SHARES

The Largest Fixed Investment Trust

Primarily the popularity of this trust is due to the fact that it performs an all important trust service for the conservative investor.

It presents a logical and economical mechanical means of enjoying the benefits proven to result from a long term holding of a group of high grade common stocks. The ultimate advantages offered by such an investment were never more widely recognized than today.

NORTH AMERICAN TRUST SHARES are certificates of ownership in a fixed group of four shares each of 28 leading common stocks deposited under a trust agreement with The Guaranty Trust Company of New York, trustee. No substitutions may be made in this group but a non-dividend paying stock must be eliminated from the portfolio.

The following organizations are prominently identified with this trust:

SPONSOR—Distributors Group, Incorporated (owned by an association of prominent investment houses)

TRUSTEE—Guaranty Trust Company of New York

LEGAL COUNSEL—Messrs. Hughes, Schurman & Dwight, New York

AUDITING ACCOUNTANTS—Messrs. Price, Waterhouse & Co., New York

A brief investigation of the technical and administrative features of this trust such as liquidation through the trustee without any conversion penalty, the unusual provision for assuring payment of all future trustee's fees, etc., will lead to the conclusion that NORTH AMERICAN TRUST SHARES is the largest fixed trust because it most advantageously serves the investor.

NORTH AMERICAN TRUST SHARES are actively distributed by more than 1200 investment dealers throughout the United States, England and continental Europe.

Consult your investment dealer or write us for folder R 4 concerning this common sense investment.

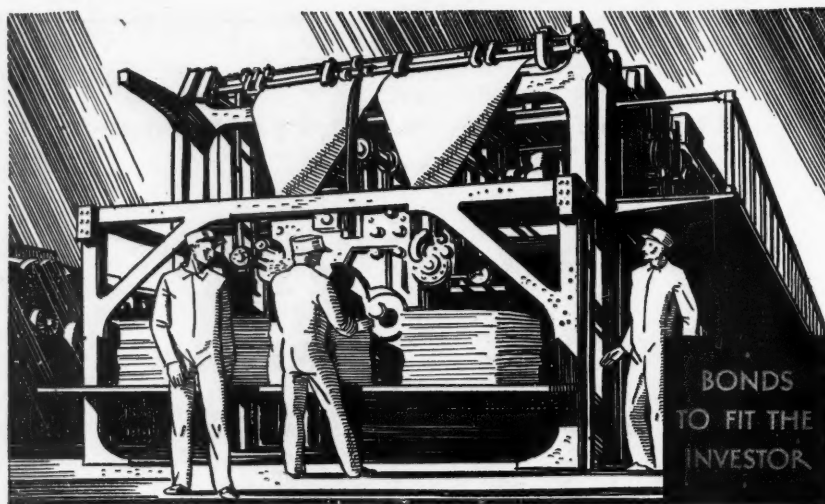
Distributors Group, Incorporated

(Owned by a nation-wide group of prominent investment houses)

63 Wall Street

New York City

© D. G., I.



THE INDUSTRY OF ENLIGHTENMENT

MODERN civilization, with its need for quick dispatch of news and views, is served by a great publishing industry far reaching in its usefulness and influence. Few commodities have so large a market as magazines and newspapers. Few services are so necessary to man's cultural and intellectual progress.

Last year, it is estimated that the twenty-eight million families of this country purchased and read over forty million daily newspapers—morning and evening—and on Sunday twenty-eight million papers were circulated, about one in each family. In addition, the combined circulation per issue of magazines totaled nearly 120 million—an average, approximately, of one for every person in the United States.

The growth in circulation of newspapers and magazines during the past decade has been rapid, going hand in hand with a large and steady increase in advertising volume from which their revenues are largely derived.

The tendency toward larger units in this industry, resulting from growth, consolidations and chain enterprises, requires large capital resources. Halsey, Stuart & Co. has taken an important part in the financing of newspaper and magazine properties—performing a service both to the industry and to investors seeking safe and remunerative employment of their surplus funds. How securities originating in various fields of investment are investigated prior to purchase and recommendation to our clientele, is set forth in our booklet, *Choosing Your Investment House*. A copy will be mailed on request.

HALSEY, STUART & CO.

INCORPORATED

CHICAGO, 201 So. La Salle St. NEW YORK, 35 Wall St.
AND OTHER PRINCIPAL CITIES

THE PROGRAM THAT DOES MORE THAN ENTERTAIN



Every Wednesday evening you may increase your knowledge of sound investment by listening to the Old Counsellor on the Halsey, Stuart & Co. program. ♦ Broadcast over a Coast to Coast network of 38 stations associated with National Broadcasting Co. ♦ Music by symphony orchestra.

9 P. M. Eastern Standard Time
8 P. M. Central Standard Time

7 P. M. Mountain Standard Time
6 P. M. Pacific Standard Time

Finance

be within reach of the small investor. These trust shares are sold in multiples of ten, with a single certificate representing 10, 50, 100, 1000 or more shares. The purchaser of 3000 shares in our typical trust actually owns a complete unit in the portfolio, and can if he desires convert these trust shares into full shares of the corporations themselves. The purchaser of 100 trust shares, in the same fashion, owns a thirtieth part of four Atchison shares, a thirtieth part of eight American Telephone and Telegraph shares, a thirtieth part of sixteen General Electric shares, and a similar fraction of stock in the thirty other corporations that make up the portfolio.

Obviously the offering price fluctuates with the general market level, for the sponsors buy their units from day to day according to their sales of trust shares. The price is, roughly, the cost of the full shares in the portfolio, plus brokerage commissions, plus banking and distribution costs, plus (sometimes) a sum held in reserve by the trustee—the whole then being divided by 1000, 2000, or 5000, as the case may be.

There has been no attempt in this article to express an opinion. Major facts of a fairly new investment idea have been presented for the reader himself to form an opinion. Sponsors of fixed trusts believe that the plan affords the average investor a means of taking part in, and sharing the benefits of, the country's industrial development. One is expected, of course, to discriminate between a good fixed trust and a bad one; for if the wolf has not yet appeared in sheep's clothing all financial history indicates that he will make his appearance sooner or later.

The Stock Market in 1930

IF YOU LIKE to know the bitter truth, an appraisal of the value of 100 leading corporations—made by no less an authority than the investing public itself—shows a shrinkage of nearly nine billion dollars during the year 1930. That is to say, the market value of 100 selected common stocks on the New York exchange declined from \$29,434,453,000 to \$20,734,263,000 in the twelve months ending December 31. The figures are those of Frazier Jelke & Co., New York and Chicago investment house.

In addition, the loss in paper values during the last four months of the previous year, 1929, had been fourteen billion dollars; so that from the high point in August, 1929, to the end of the year 1930 the total drop was from 43½ billions to 20¼ billions. These figures take no account of the shrinkage in value of hundreds of other stocks on the same exchange, and of all the stocks on the Curb and exchanges in Boston, Philadelphia, San Francisco, and elsewhere.

For purposes of comparison it might be added that this shrinkage in the public valuation placed upon 100 leading

Finance

corporations is a sum greater than that spent upon our huge army and navy during the War.

The greatest percentage of loss in 1930 was in the mining group, 57 per cent.; the lowest was in the food stocks, 6 per cent. Utility shares dropped 18 per cent., the steels 20, motors 23, railroads 24, amusements 35, oils 42.

Comment by Frazier Jelke & Co. throws interesting sidelights upon their statistics. Taking the high point of August 30, 1929, and the low point of December 17, 1930, they make the following comparisons: Any one of three mining stocks on the earlier date was appraised at more than all seven mining stocks in their list on the later date. General Motors alone was valued at nearly twice as much in August, 1929, as seven motor stocks (General Motors, Chrysler, Graham-Paige, Mack, Nash, Packard, and Studebaker) in December, 1930. Woolworth stock in 1929 was worth more than Woolworth, Sears Roebuck, Montgomery Ward, Macy, and Kroger combined at the close of 1930.

Ups and Downs in Bonds

TWO MONTHS AGO in these pages we commented upon a divergent trend in bond prices. Gilt-edged securities were selling far above their market levels of the boom year 1929; but there were violent mark-downs in second-grade domestic issues, which might be affected by reduced corporation earnings, and in foreign bonds which moved sympathetically with economic and political crises abroad.

At about that time a new selling movement set in that made the year 1930—which had begun so well—a disappointing one for bonds. This selling wave of the closing months of last year is generally blamed upon the concurrent epidemic of bank failures; for even perfectly sound institutions found it desirable to reduce their investments.

By the middle of January in this present year there were signs of renewed vigor in the bond market. New issues which had been held back for weeks were being offered to the public with evidence of success. Bond sales on the New York Stock Exchange far exceeded those of the same period in 1930. Optimism prevailed among commentators.

The new bond issues of the first half of January included those of public utilities and railroads, with municipals and industrials still scarce.

Chain Stores

REPORTS OF BUSINESS done by leading chain-store systems and mail-order houses during 1930 were promptly available, though these early statements fail, of course, to throw light upon profits. December was not a good month. For the year, Woolworth sales amounted to 289 million dollars, compared with 303 million in 1929, a 4½ per



165 consecutive quarterly dividends have been paid by Commonwealth Edison Company (and predecessor companies). Gaining new business, retaining old, the company continues its steady progress. ¶ The Palmolive building with the new Lindbergh beacon, shown above, is representative of scores of lighting displays which make Chicago's night skyline famous. Flood-lighting is becoming increasingly prominent as an added revenue producer for the utility companies. ¶ We distribute the securities of companies operating in 32 states. Send for our list of offerings yielding 6% and more. Time savings plan available.

UTILITY SECURITIES COMPANY



230 S. La Salle Street
CHICAGO

New York	St. Louis	Milwaukee	Indianapolis
Richmond	San Francisco	Louisville	Detroit
Cleveland	Kansas City	Des Moines	Minneapolis
		Los Angeles	

Investment and Banking Suggestions MAY WE HELP YOU?

FOR INVESTORS, individual or corporate, investment information as furnished by financial firms of recognized leadership is essential. The investment booklets listed on pages 76, 80 and 81 are yours for the asking—and our strict rules of eligibility of financial advertisers give added assurance in your dealings with these firms. Write direct (mentioning the REVIEW OF REVIEWS)—or simply choose by number and use the coupon on page 81.

FOR INDUSTRIAL and banking executives, the booklets of leading commercial banks and financial houses are listed. These will be helpful from a corporate angle in simplifying your banking and financial problems, and may point the way, for manufacturers, to greater economy in production or to more effective distribution and sales facilities.

Simply Use Coupon on Page 82

(Enclose 10c for postage if more than one booklet is desired)



A St. Louis Banking Connection —Essential to Your Business

For many years the First National Bank in St. Louis, the key bank in the Central West, has served prominent national manufacturers and distributors as a business friend and financial counselor in this great market.

The wide experience and vast resources of this large bank and the *national view point* of its senior officers and directors, in all phases of commerce and industry, is an important factor to consider when bridging the gap between your present distributing arrangement and the great midcontinental market.

We invite correspondence with business executives looking ahead

FIRST NATIONAL BANK

ST. LOUIS' LARGEST BANK

BROADWAY—LOCUST—OLIVE

FIRST NATIONAL COMPANY and ST. LOUIS UNION TRUST COMPANY Affiliated

Investment and Banking Suggestions MAY WE HELP YOU?

67. WATERWORKS—THE OLDEST PUBLIC SERVICE: describing the waterworks operations of American Waterworks and Electric Company, Inc., 50 Broad Street, New York City. Also, No. 68. INVESTING IN OPPORTUNITY—describing the company's electric system.

2. WHAT IS THE CLASS-A STOCK? An analysis of stock yield, the management, and the scope of the business is offered by the Associated Gas and Electric Company, 61 Broadway, New York City.

66. INVESTMENT BULLETIN (4th Quarter), discussing bond market indicators and a group of sound bonds for investment, common stocks and preferred stocks. Issued by A. G. Becker and Company, 54 Pine St., New York.

70. A PORTFOLIO OF INDUSTRIES, a brief history of some of the representative companies in which Continental Shares, Inc., is a substantial stockholder—offered by Continental Shares, Inc., Cleveland, Ohio.

10. 6½% FIRST MORTGAGE BONDS OF THE PACIFIC NORTHWEST, a booklet describing this is offered by W. D. Comer & Co., 1222 Second Ave., Seattle, Wash.

12. CITIES SERVICE COMMON AS A PERMANENT INVESTMENT, a booklet describing the activities of Cities Service Company and subsidiaries with special reference to the common stock history and future possibilities. Offered by Henry L. Doherty & Co., 60 Wall St., New York.

Simply Use Coupon on Page 82

(Enclose 10c for postage if more than one booklet is desired)

Finance

cent. drop. Kresge fell off from 156 millions to 150. Among the mail-order houses, price reductions in the last half-year decidedly affected total sales figures. Sears, Roebuck & Co. did a business worth 390 million dollars in 1930, a loss of 11 per cent. from the 440 millions in 1929. Montgomery Ward & Co. dropped from 291 millions to 272, a loss of 6½ per cent. With such a small decline in the total sales, in a period of lowered prices, it might be demonstrated that Montgomery Ward & Co. sold more goods in 1930 than in 1929.

The Railroads Offer a Plan

WHEN CONGRESS gave the railroads back to their owners, after the War, it laid down the principle of future consolidation and directed the Interstate Commerce Commission to devise a plan. That was in 1920. Nearly ten years later, in December, 1929, the commission offered—with apparent hesitation and apology—a plan for creating five trunk lines between New York and Chicago. More importantly, perhaps, the commission invited applications by the railroads themselves for changes and modifications.

These railroads have now come to agreement, and on January 2 they notified the Interstate Commerce Commission that they are ready to present formally a definite plan for four trunk lines (instead of five). The main proposals are:

(1) The New York Central shall acquire the Delaware, Lackawanna & Western with its important coal-carrying business.

(2) The Pennsylvania shall acquire the Wabash—which was to have been the nucleus of the fifth trunk line—and in addition the Detroit, Toledo & Ironton and the Norfolk & Western.

(3) The Baltimore & Ohio shall acquire the Reading and Jersey Central systems, with a long sought terminal in New York City, and the Ann Arbor, with a northern terminus on upper Lake Michigan.

(4) The Chesapeake & Ohio shall acquire the Nickel Plate system and the Lehigh Valley.

It will be remembered that these major systems have been industriously purchasing controlling interests in smaller roads for many years, most of which arrangements are accepted in this consolidation plan. For example, the Chesapeake & Ohio grouping confirms its present dominant interest in the Erie and the Pere Marquette; the Baltimore & Ohio grouping confirms a third ownership of the Reading system which in turn owns nearly half of the Jersey Central.

The regular method of procedure will be for the roads to submit more definite proposals, including financial plans for the acquisition of stock ownership. At best it will take years for the consummation of such a complex scheme.

Finance

Where Was the Freight?

THERE IS no better index of business activity in the United States than is furnished by the lowly freight car. A 13 per cent. depression during the year 1930 is indicated by the number of cars loaded with revenue freight, in comparison with 1929, according to weekly statistics compiled by the American Railway Association. The total number of cars loaded in 1930 was 45,887,413; the number in 1929 was 52,827,925.

There were thus 6,940,512 fewer cars loaded with revenue freight in the depression year just ended. To help the reader comprehend what that signifies, we may add that it is as if all the railroads of the country had carried no freight at all during seven weeks of the year. Using an overworked method of comparison, but one that is quite appropriate in this instance, we may say that if the six million nine hundred thousand freight cars (representing this loss of revenue freight) were placed end to end they would make a train 52,000 miles long, or fifteen trains extending from San Francisco to New York.

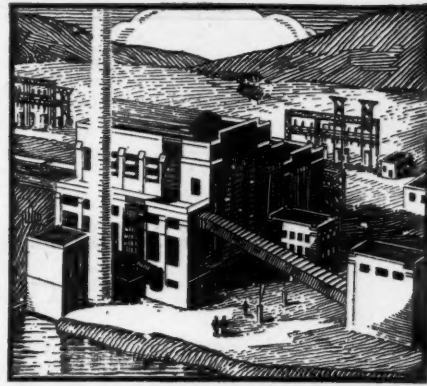
The Matter with Petroleum

M. R. C. B. AMES is vice-president of the Texas Company. He had the experience recently of telling fellow oil men—at the meeting of the American Petroleum Institute, in Chicago—what the matter is with their own industry. His address has been printed in the *Texaco Star*.

The excess of supply over demand is the cause of all the trouble in the industry today. Skill, intelligence, and capital have enabled the producers to extract oil from new pools more than a mile below the surface of the ground, that were until recently far beyond reach of the drill. That is Point Number One as stated by Mr. Ames. Point Number Two is that refining ingenuity now turns 40 per cent. of crude oil into gasoline, whereas fifteen years ago only 20 per cent. was thus converted. Point Number Three, and the worst condition of all, is the mad struggle of sales departments to obtain volume without regard to profit. This, of course, is the direct result of overproduction.

The most effective remedy, in Mr. Ames' opinion, is the sort of effort made in Oklahoma, Texas, and California to prevent waste. In Oklahoma, the Corporation Commission is given broad power to prevent not only physical but economic waste. It has ascertained the market outlet for the whole state and has apportioned the demand among various producing areas. "In Texas the law prohibits physical waste but specifically excludes economic waste from consideration of the Railroad Commission." There also the market outlet has been

96,500
Customers



New Gilbert Station, Holland, N. J.

Invest \$91,000,000

ASSOCIATED System security holders increased by 26,000 during 1930, a year marked by world-wide financial uncertainty.

Among these investors are 96,500 customers, 11,165 employees, and 6,309 banks and institutions. Customers and employees know the System at first hand. Investment managers of banks and insurance companies know it from the point of view of financial experts.

From either point of view, these securities have gained the confidence of 215,666 investors. This confidence gauges public appreciation of the future earning possibilities of the Associated System.

To invest, or for information, write

Associated Gas and Electric System

61 Broadway New York



Investment and Banking Suggestions MAY WE HELP YOU?

65. FROM LACLEDE TO LINDBERGH AND FORWARD, a booklet explaining the major factors for greater profits on your output. Offered by First National Bank, St. Louis, Mo.

55. THE REPORT OF UNITED FOUNDERS CORPORATION for six months ended May 31, 1930, showing complete list of portfolio holdings, together with earnings statement, may be obtained from Founders General Corporation, 50 Pine Street, New York City.

51. GUARANTY SERVICE. A book describing the work of various departments and outlining services available to customers. Offered by the Guaranty Trust Company of New York, 140 Broadway, New York City.

52. LOOKING AHEAD FINANCIALLY. Visualizing the factor of age in the financial affairs of men and women, and helping investors to build out of current income an accumulation of property to provide permanent income. Offered by Halsey, Stuart & Company, 201 So. La Salle St., Chicago, Ill.

41. INVESTMENT REVIEW. Current information on the selection of securities for investment is offered by Hornblower & Weeks, 60 Congress Street, Boston, Mass.

29. INVESTMENTS FOR YOUR INDIVIDUAL NEEDS. Upon request, The National City Company will submit a list of recommended issues. The National City Company, 55 Wall Street, New York, N. Y.

Simply Use Coupon on Page 82

(Enclose 10c for postage if more than one booklet is desired)



Investment and Brokerage Service

Members: New York, Chicago, Cleveland, Philadelphia, Detroit and Cincinnati Stock Exchange; New York Curb Exchange; New York Cotton Exchange; Chicago Board of Trade; Chicago Curb Exchange Association

New York, Cleveland, Chicago, Detroit, Denver, Boston, Akron, Philadelphia, Columbus, Canton, Toledo, Massillon, Hartford, Albany, Buffalo, Cincinnati, Colorado Springs, Milwaukee, Louisville, Minneapolis, Providence, St. Louis, St. Paul, Scranton, Syracuse

OTIS & CO.

Established 1899

The financial advertisers in Review of Reviews are all members of one or more of the following organizations:

INVESTMENT BANKERS' ASSOCIATION OF AMERICA

NEW YORK STOCK EXCHANGE

AMERICAN BANKERS' ASSOCIATION

which serve as the highest criterion of selection among financial firms.

Real Estate Bond, Investment Trust, or Public Utility houses, which by their nature are not eligible for membership in the above classifications, are acceptable when their securities are distributed by a member house of the above associations, or when they are guaranteed in a manner acceptable to Review of Reviews.

Please communicate directly with these reputable firms about your individual investment problem. They will be glad to serve you.



Investment and Banking Suggestions MAY WE HELP YOU?

31. "UTILITY PREFERRED STOCKS"—An informative and interesting analysis of the advantages offered by Preferred Stocks in general and Utility Preferred Stocks in particular, showing present high yields and other advantages. G. L. Ohlstrom & Company, Inc., 36 Wall Street, New York, N. Y.

53. STOCK AND BOND REGISTER. A record for listing the important features of each security which is held by investors. Offered by Otis & Company, 216 Superior Street, N. E., Cleveland, Ohio.

62. "RELIABLE INVESTMENT COUNSEL—How to Choose." A 32-page booklet for investors; helpful, informative. Address R. E. Wilsey & Co., 1225 State Bank Bldg., Chicago, Ill.

39. "INVESTMENTS THAT ENDURE." Utility Securities Company, 230 So. La Salle St., Chicago, Ill., describes the various securities which are offered by the public utility interests which this company serves.

69. "THE INSULL GROUP OF PUBLIC UTILITY PROPERTIES"—a booklet explaining the formation of these two new investment companies, including a description of the operating properties of each. Insull Utility Investments, Inc.; Corporation Securities Company of Chicago, 72 West Adams Street, Chicago.

INVESTMENT BUREAU February, 1931
REVIEW OF REVIEWS

55 Fifth Avenue, New York City

Please have sent to the undersigned literature

numbered

Name

Address

If agreeable kindly state business.....

Finance

determined and apportioned. The California law has been inoperative pending litigation, though producers are voluntarily restricting their output. In that state the prohibition is against unreasonable waste of natural gas in extracting petroleum from the ground.

Mr. Ames argues that these three states should stop the waste of natural gas. Production of oil would thereby be curtailed some 400,000 barrels a day, and the output of natural gasoline would likewise be reduced, "with an immediate effect upon the crude situation of incalculable value to the industry."

Gerard Swope's Rules

THE PRESIDENT of the General Electric Company, an organization with 100,000 employees and an advanced plan of employment insurance (described in this magazine last month), has laid down fourteen rules for stabilizing employment. Four of the rules apply to periods when business is increasing; ten of them to periods of declining sales. His suggestions follow:

When business is increasing:

1. Add new employees as slowly as possible.
2. Transfer from slack to busy departments.
3. Use overtime where possible rather than hire new workers.
4. Postpone repairs and plant renewals.

When business is decreasing:

1. Cease hiring at once.
2. Cut out all overtime.
3. Increase transfers from slack to busy departments.
4. Try to induce customers to buy for future delivery.
5. Make careful two-year plan for all standard goods based on last three years' average sales.
6. Bring all stocks up to maximum.
7. Make needed repairs, using our own men.
8. Build new plant facilities previously planned, using our own men.
9. Drop new employees first, beginning with unmarried employees with no dependents.
10. Inform all employees whether lay off is permanent or temporary.

A Railroad President Speaks Out

RALPH BUDD, president of the Great Northern Railway, addressed the Chamber of Commerce at Des Moines on January 7, painting a clear picture of current railroad problems. He dismisses the year 1930—with a decline of 15 per cent. in ton miles of freight and 14 per cent. in passenger traffic—as abnormal. "With the return of normal business to other lines there will be traffic enough to support the railways." But a bad year emphasizes the importance of permitting the roads to

Finance

make more adequate earnings in normal times and to accumulate the surplus against lean years. Thereupon he discusses in some detail the competition that has come to the railroads from such things as waterways, buses, pipe lines, and airways.

Natural waterways, Mr. Budd accepts as proper competition. On the Great Lakes this water transportation produces costs less than half of those by rail. But he questions whether artificial waterways can move freight as cheaply as railways if the cost of building or improving the waterways is included. "It would seem fair that the public will recognize the propriety of asking that water transportation will be financed with private capital so long as the railroads are supported by private capital."

The public highways are the railroads' greatest competitors. Mr. Budd estimates that they handle about ten times the passenger business of the railroads and not more than one-tenth of their freight business. It is an anomalous situation "because the vast construction program of building these modern roads and creating the motor vehicles to use them has been the cause of the large railway revenues during the ten years ending with 1929." Mr. Budd estimates that only about 5 per cent. of this highway traffic is handled by common carriers, and he believes that in many states the regulation is complete and effective. As for taxation, in his own state of Minnesota a bus pays about \$1100 in taxes each year, as much as 44 private automobiles and more than a fifth of the average value of buses. One gets the feeling from Mr. Budd's analysis of highway competition that he has no deep-seated complaint or definite suggestion of remedy.

A new form of competition comes to the railroads from pipe lines which carry gas and gasoline to centers of population and industry hundreds of miles away. Gasoline has been a commodity of growing importance to the railroads during recent years, and the loss to pipe lines threatens to be considerable. The growing use of natural gas as fuel will reduce the consumption of coal, the transportation of which is a principal source of railway revenue. This kind of competition is accepted as inevitable.

Travel by air has not developed to a point where Mr. Budd sees any serious effect on other forms of travel, though here again public moneys are used to develop competition for the railroads through high pay for carrying air mail.

For the railroads, this executive asks that they should be "permitted to operate ships, buses, and trucks in an effort to coordinate all forms of public transportation for the sake of improved service efficiency and avoidance of waste. They should be encouraged to reduce expenses, including the making of appropriate consolidations. They should be permitted to take off unprofitable trains where automobiles have taken the travel, and to substitute highway bus service either themselves or by arrangements with bus companies."

The Entire Investment Field

is covered by the various service departments of our organization at all of our nine offices. Securities listed on the principal exchanges of the country, of which we are members, are handled promptly and accurately by our Stock Department. All types of bonds, notes, and preferred stocks, high-grade unlisted stocks, including bank and insurance stocks, may be purchased or sold through our Investment Department.

How these and other departments can serve you is described in our folder, "HOW WE AID INVESTORS". Send for it.

Ask for folder R2

HORNBLOWER & WEEKS

ESTABLISHED 1888

BOSTON
DETROIT

NEW YORK
PROVIDENCE

CHICAGO
PORTLAND, ME.

CLEVELAND
PITTSBURGH

Members of the New York, Boston, Chicago, Cleveland, Pittsburgh, and Detroit Stock Exchanges and the New York Curb Exchange.

TYPEWRITER 1/2 Price

Save over 1/2 Rock Bottom Price on all standard office models—Underwood, Remington, Royal, etc.—Easiest terms ever offered. Also Portables at reduced prices.

SEND NO MONEY
All late models completely refinished like brand new. Fully Guaranteed. Sent on 10 days' trial. Send No Money. Big Free Catalog shows actual machines in full colors. Greatest bargains ever offered. Send at once!



10-day Trial

International Typewriter Exch., 231 W. Monroe St., Dept. 236, Chicago

LAW STUDY AT HOME

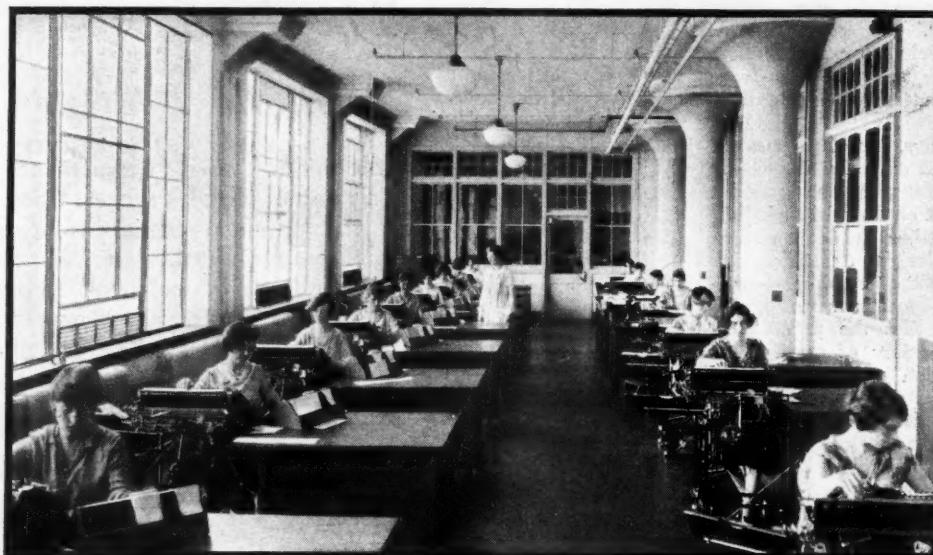
Legally trained men win high positions and big success in business and public life. He independent. Greater opportunities now than ever before. Big corporations are headed by men with legal training. Earn \$5,000 to \$10,000 Annually

We guide you step by step. You can train at home during spare time. Degree of LL. B. conferred. Successful graduates in every section of the United States. We furnish all text material, including fourteen-volume Law Library, low cost, easy terms. Get our valuable 64-page "Law Guide" and "Evidence" books FREE. Send for them NOW.
LaSalle Extension University, Dept. 267-L, Chicago
The World's Largest Business Training Institution

UNITED FOUNDERS CORPORATION

A holding company which controls American Founders Corporation and has extensive investments in public utility and other fields.

A
Department
for
Business
Executives



Photograph from
Burroughs
Adding Machine
Co.

CENTRALIZED
An efficient
department
where mechanical
calculating
is done upon a
production
basis.

Modernizing the Office

"OFFICE IS OFFICE, and factory is factory, and never the twain shall meet" would have described relations between the two a few years ago. The white-collar worker was held to be so different from the factory worker that what influenced one had no effect on the other. Less is said now about the difference between them. More and more women are finding work in offices, displaying a tendency to leave the shop. And the revolutionary forces that produced the modern factory are at work making over the entire office.

Why not? Fundamentally factory and office are the same. The function of each is to turn out certain things in a given time, making it desirable and often imperative to cut unit costs as much as possible. Because this fact was appreciated first in the factory, great strides have been made toward mass production, improved quality, and greater output per machine and per worker. Offices have not been laid out for operating upon the time-proved production principles of the factory, hence control costs have been unduly high. Office overhead, payroll, management, and sales costs have prevented the low production cost of the factory from bringing about the profits they otherwise would.

When an office goes modern things happen rapidly. Quickly and accurately machines perform operations that up until that time had been carried out tediously and often uncertainly by human hands. Routine can become standardized. Operations are speeded up. Output and investment per square foot of office floor space become greater. A unified rate of work and number of operations can be determined; schedules

MANY A BUSINESS priding itself on an up-to-date factory uses office methods surviving from the nineteenth century. But now headquarters as well as shop learn to do better work for less money.

may be drawn up, output accurately measured and foretold. In the end costs may be closely estimated and controlled.

Office arrangement becomes of increasing importance because of the much greater output of the individual machine. The problem attains the same magnitude as that of the factory where machines must be fed materials continuously so that they may be kept busy and their

output removed as quickly as produced. The same thing is taking place in the office—and for the same reason. Because floor space is usually valuable, closer attention should be given to its full utilization. Because of the high-cost machines being used, greater attention is being given to utilizing them more fully, by keeping them busy. Because the output of the machines as regards both quantity and accuracy depends upon the man or woman in charge, more and more attention is being given to the workers, to safeguard health, assure comfort, stimulate effort and encourage them to give their best. This lessens spoilage, maintains accuracy, and keeps up the rate of work turned out.

These modern high-production office machines call for specialized, skilled workers who command a higher rate of compensation and good working conditions. Consequently, greater attention is paid to illumination and ventilation. Rest rooms for relaxation, electric refrigerators for stimulating and refreshing drinking water find wider demand because they constitute worth-while factors contributing to individual efficiency and over-all economy of the office.

A SURVEY of every office should be made at least once a year, because growth of business, improved equipment, or a change in trends may upset antiquated internal conditions. Radical improvements may often be accomplished without additional investment. For example, where floor space is valuable the size of the desks and tables becomes of great importance. Where additional floor space is required because of growth, the use of desks 6 or



Photograph from Addressograph Co.

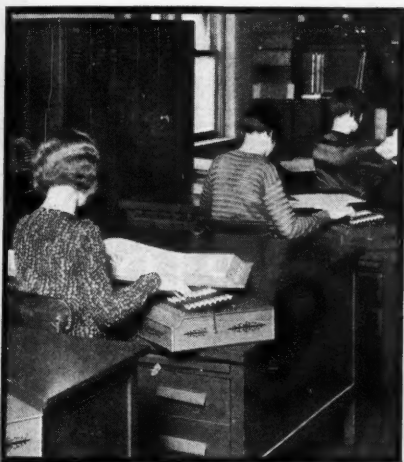
Industry

10 inches greater than necessary represents a needless waste of the floor space.

A survey may show that tables rather than desks are indicated; that a radical saving of floor space follows a rearrangement of desks, the elimination of typewriter desks equipped with unnecessary drawers. A swinging typewriter table may be one solution. Are aisles too wide for the traffic up and down them? Are old records being kept in active files, when they could be readily moved to the record room, where they rightfully belong, with a saving in floor space in consequence? Have the advantages of standardized desks, filing cabinets, transfer cases, and other furniture been investigated, to determine the probable savings in first cost in maintenance, and in flexibility for re-grouping?

In the factory, each class of machine is usually grouped or centralized. The same proved principles spell economy in the office. Because modern office machines are expensive, some worth-while savings in initial investment can be achieved by so arranging apparatus that it is kept busy.

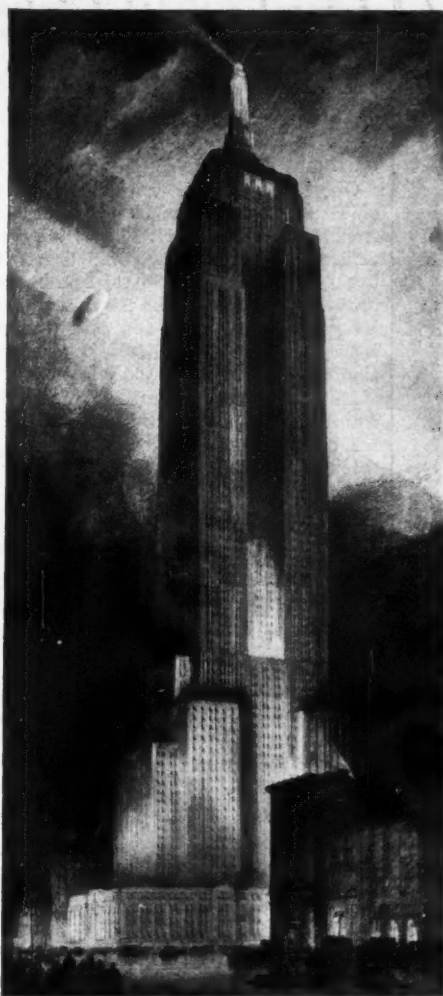
For example, few men require a dictating machine from the time the office opens until it closes. By providing each



Photograph from Felt & Tarrant Mfg. Co.
SKILLED WORKMEN

One adding machine manufacturer maintains 100 schools where 40,000 operators are taught the correct use of their machines. Note the cut-in desks for more efficient operation of comptometers.

man with an individual mouthpiece, one dictating machine can be used by two or more men, with a corresponding reduction in first cost. Instead of providing each individual department with its own addressing equipment, billing and adding machines, etc., by centralization the number of machines can be cut in half, while those that are in use are kept in use continuously. By maintaining a stenographic bureau or department, typewriters can be kept busy a greater part of the day. Fewer machines with wide carriages for billing or for card attachments suffice, when this work is centralized and coordinated. Addressing apparatus, purchased originally for addressing advertising, can frequently be



**EMPIRE STATE
BUILDING
NEW YORK**

**102nd Floor
Please!**



... AND
**DAHLSTROM
ENTRANCES
ALL THE WAY UP**

ARCHITECTS: SHREVE, LAMB & HARMON
CONTRACTORS: STARRETT BROS., & EKEN, INC.

THE world's largest and tallest office building has DAHLSTROM elevator entrances all the way up . . . 1232 in all. From the observation tower one looks to the street, 1248 feet below. Truly man's greatest achievement in modern building construction.

Elevator Entrances by
DAHLSTROM

THE DAHLSTROM METALLIC DOOR CO. Established 1904
JAMESTOWN, NEW YORK WITH OFFICES AND REPRESENTATIVES IN PRINCIPAL CITIES



THESE companies were created to acquire and hold as investments, enough of the securities of the Insull Group of Public Utility Properties to insure continuity of policy and management throughout the Group. As stated by Samuel Insull, their founder, they were organized "to establish some rallying point of ownership and friendship for the various companies with which my name is associated."

Adhering to this policy, more than ninety per cent. of the holdings of *Insull Utility Investments, Inc.*, and *Corporation Securities Co., of Chicago*, are in the five major companies of the Insull Group, namely, Commonwealth Edison Company, of Chicago; The Peoples Gas Light and Coke Company, of Chicago; Public Service Company of Northern Illinois; Middle West Utilities Company, and Midland United Company.

Stocks of both *Insull Utility Investments, Inc.*, and *Corporation Securities Co., of Chicago*, are listed on the Chicago Stock Exchange, and participate in the earnings of the companies of the Insull Group.

The properties in the Insull Group are fully described in Booklet RR1 which will be sent upon request.

**INSULL UTILITY
INVESTMENTS, INC.**

**CORPORATION
SECURITIES CO.**
OF CHICAGO

72 West Adams Street,
Chicago, Ill.

Industry

so located that it can be used for payroll, checks, billing, time cards and other work, thus keeping it busy every day and many hours per day instead of only a few hours each month.

One large concern was able to cut its office personnel 30 to 50 per cent. and transfer to other work 135 clerks, after centralizing its recording and transcribing system. At the same time it improved accuracy and did the work twenty times more rapidly—addressing envelopes, filling out pay sheets, ledgers, and similar machine-addressed jobs.

Motor-driven typewriters, typewriter counters that rate individual typists, letter openers, envelope sealers, stamping machines, and a hundred-and-one other office machines make it as compulsory to maintain production in the office as in the factory. This can be accomplished only by routing the work as in the factory.

But these things will not just happen. They must be brought about through sound engineering principles such as make low production costs possible in the factory. The difficulties are often greater in the office than in the factory, however, due to interdepartment friction and jealousy, or because the offices have not been subjected to the years of routine, restrictions, and discipline of the factory.

TIME STUDIES long used can be made in the office to determine the cost of any operation, or efficiency of the individual worker and to bring to light needless lost motion, delay, and waste. Such studies should not be made in a cold-blooded manner that brings popular disapproval, but should be made frankly and openly, for the purpose of lessening waste of time, effort and materials.

Men in the shop are taught how to handle their machines so as to minimize needless man-hours, shutdowns, and set-ups. Yet how many offices make any effort to assist clerks or stenographers in their work? How often is each employee studied to make sure that the desk is at the correct height so that the hands come comfortably to the keyboard of the typewriter or adding machine? How often is the chair of the individual adjusted to the individual's needs? And, when once adjusted, how many chairs are marked so that they may be identified even after the janitor has mixed them up? Yet the comfort and well being of the individual worker is the first step toward efficient office operation.

When it is realized that a typist exerts effort equivalent to lifting several tons a day—some 75,000 depressions of the keys with a pressure of about two pounds each time, the vital importance of providing seating that provides correct posture and having a desk of the correct height is better appreciated.

Office work in a way is more exacting than factory work. It calls for a greater expenditure of service energy. The worker is not able to find the same outlet for nervous strain that exists in the factory—swearing, horseplay and some of those things which cause the factory worker often to ridicule the white-collar

Different Situations

• call for

different types of financing. The interest of A. G. Becker & Co. in every type of financing—*bond, stock, investment trust, short term note, and commercial paper*—assures for the investor securities that are soundly conceived, and the diversification which is an essential part of safe investment. Ask for Sound Corporate Financing, booklet RR-2.

A.G. Becker & Co.

BONDS • STOCKS • COMMERCIAL PAPER

54 PINE STREET, NEW YORK

100 SOUTH LA SALLE STREET, CHICAGO

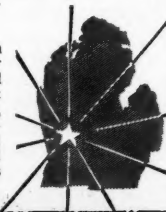
GRAND RAPIDS

Manufacturing Costs Are Lowered

If your product is to have style appeal, why not make it in Grand Rapids, a city which in many respects is a style center? Here, two-thirds of America's recognized furniture designers are concentrated. Here, also, scores of products that possess necessary good taste are designed and made.

Here, too, are craftsmen trained by inheritance and an atmosphere of quality. In general, the unit labor cost is below that of most cities, and the incoming manufacturer's position is fortified by low land and factory investment.

Grand Rapids has much to tell the manufacturer who wants to make a good product better, without increasing costs. And, the OLD KENT, counselor for 78 years to Grand Rapids industry, will gladly furnish statistics and convincing facts.



**OLD KENT
BANK** WEST MICHIGAN'S
LARGEST

of YOSEMITE

THE Ahwahnee

THERE could be no other Ahwahnee, just as there could be no other Yosemite. Hewn from native granite and styled after Yosemite's sweep and grandeur, it relates one of the world's renowned settings with the art of fine living.

Come overnight from San Francisco or Los Angeles. Two- to four-day All-Expense Tours from \$23 to \$77.50. Ask your travel agent for scenic folders, or write: Yosemite Park and Curry Co., Box 151, Yosemite National Park, California.

OPEN ALL YEAR

CULTURED SPEECH

AT LAST! Something New!

Learn Cultured Speech and Correct Pronunciation quickly from phonograph records. Also increase your vocabulary this new easy way. Be a fluent talker—cultivated speech is a social and business asset of the first importance. This new "learn by listening" method highly recommended by leading educators. Record sent on free trial. Write for information and free Self Test. No obligation.

THE PRONUNCIATION INSTITUTE
3601 Michigan Ave., Dept. 1042, Chicago

8 Inches Off Waistline

"Reduced from 42 to 34 inches in 35 days. That's what the Director Belt did for me" says E. D. Lane.

The "Director" banishes fat by a gentle vibrating massage-like action and causes it to be absorbed and eliminated. No drugs, dieting or exercises. Proved by thousands. A natural easy way to reduce.

Sent on Trial. Try the "Director" without risking a penny. Write now for trial offer, doctors' endorsements and letters from users.

LONDON & WARNER
360 N. Michigan, Dept. E-21, Chicago, Ill.

LEARN THE SECRET OF
MONEY MAKING
RIGHT IN YOUR OWN HOME
Right in your own home you can earn an extra income. Turn your leisure moments into ready cash by becoming a subscription representative of the magazine you are now reading and our other publication, the GOLDEN BOOK.

IT IS
Simple—Convenient
Experience Unnecessary
Write at once for free details concerning this remarkable offer.

Industry

worker. It is all the more important, therefore, to take into consideration the factors contributing to nervous stress such as noise (noise, alone, may cut a typist's output by one-quarter), vibration, repetition, posture, illumination, and ventilation.

When the office is placed upon the same sound engineering principles as those in vogue in the factory, office politics will be less injurious. Many workers will start for home at night more light-hearted and less weary, and overhead and non-productive costs will have been relegated where they rightfully belong.

Many a good file clerk has quit her job because the file drawers stuck, and the rollers fell off the runners. The people who do the work and operate the machines are the ones who have the first-hand knowledge of what is needed in the way of improvement. That is why a suggestion system is fundamentally a sound policy and a profitable innovation. It brings to light conditions that should not exist and enables improvements to be brought about by stimulating interest and alertness and rewarding initiative.

Every one of the items brought up in the above is something which everybody knows—each is so obvious that there's not much excuse for mentioning it. Yet, every one of the items mentioned is important individually and collectively. There are few of the suggestions made in the above but what apply to the average office. Most of them are wastes of omission rather than commission.

Facts About General Electric

(Continued from page 46)

General Electric Vapor Lamp Company, making vapor and ultra-violet lamps; the Edison General Electric Appliance Company, which makes household appliances from percolators to ranges, and the General Electric X-Ray Corporation, which manufactures X-ray apparatus developed by Dr. Coolidge of the parent company's research laboratory.

With the Westinghouse Electric & Manufacturing Company, General Electric controls the Radio Corporation of America. It organized the General Electric Supply Corporation to sell its wares, and it finances time payments on the purchase of its apparatus through the Industrial Acceptance Corporation. It disposed of its holdings in the Electric Bond & Share Company six years ago, but controls the Electrical Securities Corporation and the United Electric Securities Company, both of which are financial concerns.

Just as the company has been prominent in America's electrical industry since its inception, so its officers have been and are prominent nationally and even internationally. The late Charles A. Coffin was its founder and first president. Now Edwin W. Rice, Jr., is honorary chairman of the board; Owen D. Young, after whom the Young Plan was named, is chairman; and Gerard Swope is president.



As they SIT so shall they WORK

Which girl above is a live wire—and why? Note how she sits. She is taking in one-seventh more air with each breath than her fatigued co-workers. Her blood is properly oxygenated—her brain is clear—her body alert. There is no "back-up" of carbon dioxide in her blood stream to slow her up. The blood vessels of her abdomen are not pinched by poor posture. Her heart, therefore, is not forced to wear itself out by doing extra duty.

She is erect because she is properly seated in an adjustable Do/More Health Chair—fitted to her individual requirements by a seating expert. Her production is 20% greater than that of the unfortunate, slumped girls around her. If you want a real live-wire office or factory, give your workers a chance. Investigate posture seating.

DO/MORE CHAIR COMPANY
221 Do/More Block, Elkhart, Indiana

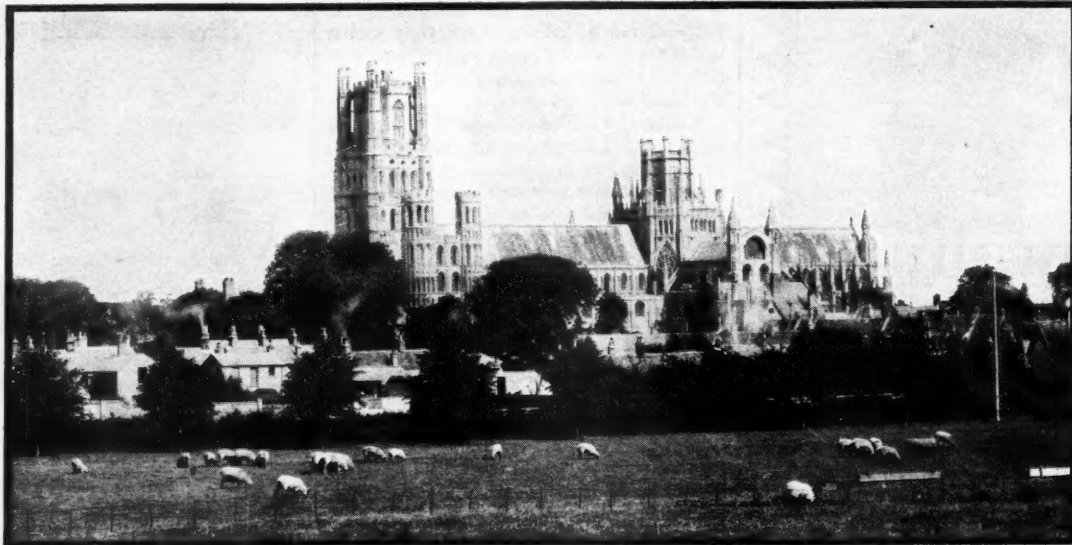
DO/MORE IDEA OF SEATING

Attach to Your Letterhead

Do/More Chair Company, 221 Do/More Block
Elkhart, Indiana

Gentlemen: Please send me data on the relation between proper seated posture and better work, greater production, and happier workers.

Travel & Exploration



Photograph from London & North Eastern Railway

From miles around the Cathedral of Ely may be seen towering above the pastures and farm lands of Cambridgeshire.

Merrie England Today

By KATHERINE M. PALMER

DOES YOUR 1931 budget allow \$400 or more for vacation? Then you can go to England. And after seeing America first, Americans should know the British Isles, home of their language, literature, traditions, and history. The sooner you start making plans the better.

So get out your maps, write the railroad and travel companies for booklets, and outline the most profitable holiday for yourself. Or if you prefer to be free from worry over details, whisper the important points about time, favorite places, and funds into the sympathetic ear of a travel agent, and he will gladly do the rest.

England is not an expensive vacation land. An average of \$12 a day will take care of the modest budget. Of course this will not include room with bath in the grandest hotels, but you will find charming English people, and Americans, too, seeking the less expensive pensions, and inns, where the service is excellent, meals are good, and bath sixpence extra. And after all, if one wishes to imbibe the real atmosphere of a foreign land, he should take lodgings in a seventeenth century inn, innocent of central heat, and shiver over a few ablutions in a china wash basin, rather than look for the most American place in England.

A network of railroad and bus lines



Photograph from Great Western Railway

PRINCES RISBOROUGH

One of the rural scenes which charm visitors in England.

run throughout the kingdom. Distances are short, rates reasonable, and everyone, from porter to ticket agent, is interested in the traveler's welfare. Since the language is your own, it is quite simple to find your way about and hunt up just the points you have wanted to see all of your life. First-class travel is excellent, but you need have no fear of traveling third. Everything is comfortable, and by paying a shilling extra you may reserve a seat by the window and get a view of the passing scenery.

Most tourists make the mistake of trying to see too much of a country in a short time. Although it is desirable to get a bird's-eye view including the great cities, the rural districts, and resorts, the wise traveler will pick out a few favorite spots, plan to stay in each for several days, and enjoy leisurely walks, teas, and drives, rather than hours packed with intensive sight-seeing.

Perhaps you will spend a week in London, although a year would not exhaust its possibilities for seeing new and interesting places. You will do well to book for a sight-seeing trip around town. On this be sure to take mental note of the things you want to visit again, for your guide will have time only to whisk you in and out of the National Gallery, Westminster Abbey, or the buildings of Parliament.

Perhaps you will want to see a Shakespeare play at the Old Vic, listen to a concert at Queen's Hall, attend one of the daily free lectures at the museums, or see the guards change at Buckingham Palace. Certainly there will be famous literary or historic shrines you will want to search out for yourself. And there are innumerable short trips from London about which any travel agency will give you information.

But we cannot tarry too long about London. Suppose we plan a circle tour of England, including a university town,

He went at it as a Business Man would

He was ready to start on a two months' tour of Europe. His only task in preparation for the journey had been to think over where he wanted to go, roughly jot down his wishes and turn the memorandum over to the trained travel staff of the American Express Company. Then his worries ceased. These travel technicians made all the plans and arrangements for the entire trip.

In his pocket were his steamship tickets, passport, visas, a day-by-day itinerary with schedule time for trains, sleeping car space, and aeroplane tickets, reservations for motor trips, and hotels. All in advance and all paid for.

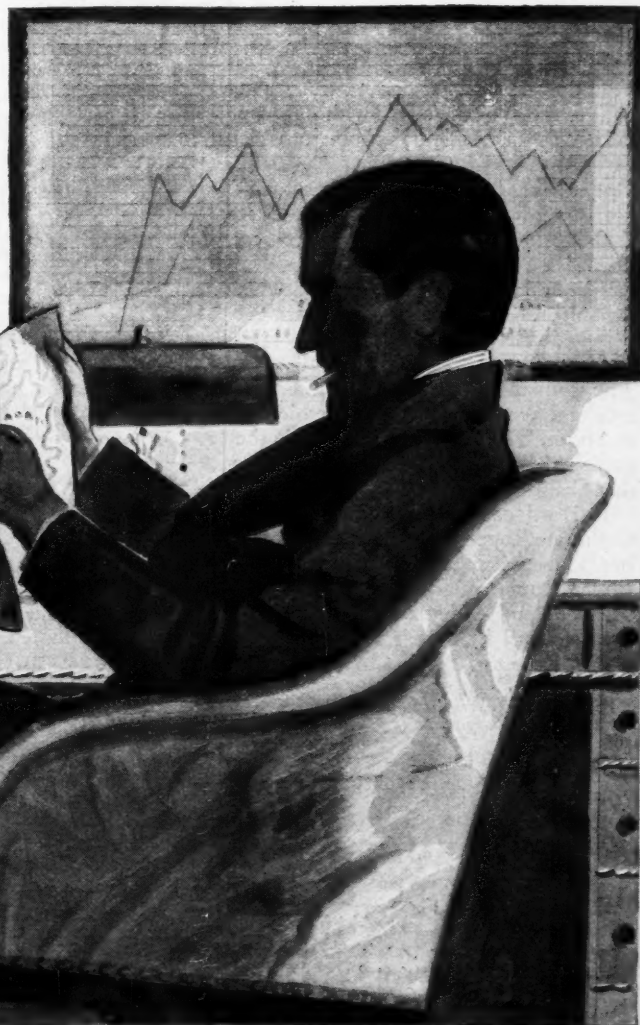
In another pocket was a comfortably fitting wallet of American Express Travelers Cheques—assuring him

of financial security abroad—his guest card, entitling him to make his headquarters at American Express offices—entitling him also to the assistance of the American Express interpreters stationed at piers, depots, and frontier points, to the advice and help of all the experienced travel staffs in the American Express offices abroad, as well as the use of those offices as his personal mail and cable addresses.

Without leaving his own office this modern business man had made sure that every minute of his two months' vacation in Europe would be free of all annoying details so that he might dedicate his time to enjoyment alone. To make your travel plans equally complete and effortless, phone, write or call at the nearest American Express Office or American Express Company, 65 Broadway, New York.

AMERICAN EXPRESS COMPANY

WORLD SERVICE FOR TRAVELERS





Shakespeare Land

How the sun gleams, you muse, as you wander down a lane edged with dogrose and hawthorn. 'And yes,' echoes the road, 'I knew the tread of Roman sandals.' It winds onward through Royal Leamington Spa of 'ye fyne waters.' Past Kenilworth where Leicester and Queen Elizabeth romped and revelled. Over the green dales and billows of Warwick to Stratford-on-Avon. On Henley Street there is Shakespeare's perfectly preserved birthplace—the world's proudest house. The stairs may creak a welcome as you ascend to see the very room in which he was born. The flowers and shrubs in the garden shyly nod that they are the ones that Shakespeare described in his plays.

Harvard came to Stratford to woo Catherine Rogers and not far away stands her timbered sixteenth century house. Prince Rupert quartered in Stratford to meet Queen Henrietta, and King Charles II rode hard by on his romantic flight from Worcester.

Suggestions, plans, and reservations will be gladly made if you write to

G. E. ORTON, General Agent
505 Fifth Avenue, New York

**Great Western
and
Southern
Railways
of England.**

several cathedral cities, and Edinburgh on the east side; the lake district and Chester on the west; then Warwickshire, Oxford and back to London. Your first stop is Cambridge, famous for its university. Here it would be worth while, as in all other places, to get a guide to take you around. If you like American background, you will want to spend some time at Emmanuel College, alma mater of John Harvard. Trinity boasts of so many noted alumni that a visiting Oxford student, after gazing on the many memorials in the chapel once remarked, "At Oxford we put up memorials only to those who graduated from our own college." The chapel at Kings is double-starred by the all-knowing Baedeker, for it is a perfect example of perpendicular architecture. But the visitor is likely to be more impressed by the stained glass and delicate stone and wood carving, or by the music at the five o'clock service, than by technicalities.

One should not leave Cambridge without punting on the river Granta, called the backs where it flows by the colleges. Following its narrow course, the traveler sees college gardens, drooping willows, lawns, the mossy walls of old halls, and many arched bridges. Above the colleges the river winds between meadows and pasture lands, and after two miles runs under the mill at Grantchester. This sleepy thatched village is worth visiting if only to recall the references of Chaucer, Byron, Tennyson, and the more recent Rupert Brooke.

IF YOU CARE to spend a few days in Cambridge, you may visit Ely sixteen miles away, or Peterborough, the quaint old town with its beautiful cathedral. But if you are able to stop at only one cathedral town, you should probably choose York, for the history of York is said to be the history of England.

York was settled in earliest times. The Emperor Constantine, after whom Constantinople is named, once headed the Roman arsenal stationed there. In the vast cathedral, we are told, services have been held daily for a thousand years. But aside from the cathedral, there are the town walls, upon which one can walk around the city, the ancient guild hall, St. William's College, and the shambles flanked by sixteenth century houses. Read a short history of York and you will know much about England. But we must hasten on to Scotland.

Even if you can only afford three or four days, you should plan to go to Edinburgh. The city and its surroundings are as typically Scotch as London is English. Above Princes Street, with its stately architecture, rise rocky hills topped by castles, which link the history of the two kingdoms. In the old portion of the city, houses of poets and reformers have been preserved. And within a day's journey are the Trossacks, the rugged lake country, the birthplace of Burns, and many another shrine.

Progressing west and south, one may rest from sight-seeing in the English Lake district. Here are many hotels of all sizes and kinds, and thousands of visit-

Travel

ors, but never a crowd or rush. If you plan to stay at a small place like Grasmere, near Wordsworth's Dove Cottage and church, you will be in the center of things. If you are not a good walker, buses run in all directions from Grasmere. You may ask your host to make up a lunch, and drive or walk from lake to lake, on some days taking boat rides, on others climbing the high bare hills, from whose summits there are glorious views. In the lake district you are sure to need raincoat and overshoes, for there are daily downpours, which make the sun all the brighter when it comes out again. In fact such is the reputation for rain in this section, that students have dubbed it "Rainymere."

It will take almost a day to reach Chester from the Lakes, and we are skipping much interesting country. Chester is famous for its antiquity, for its Roman walls, for the rows: double-decker covered arcades, lined with shops, and incidentally for the Cheshire cat and the River Dee. From Chester excursions will carry you through the mining villages of northern Wales, where there are mountain scenery, a strange language, and old ladies in stove-pipe hats.

Warwickshire may be reached by train or bus from Chester. One day will suffice in Stratford and the Shakespeare country. If you remain overnight, you may have the chance to take a boat and row up the Avon, or walk in the meadows along its banks. While in this section there is Kenilworth to be visited—the romantic ruin which inspired Scott's story—and in contrast, Warwick Castle. Warwick is one of the largest and oldest of English castles, and has been kept in the best of repair. It is the fairy-tale castle you dreamed of in childhood, including the white swans on the river and peacocks in the gardens.

Another half day and we come to Oxford. It is worth while to find lodgings in some room vacated for a time by a student. Whether you are most interested in Rhodes scholars, the Bodleian library, the deer park at Magdalen, or the gardens of New College, you will want a guide to show you around. From Oxford it is a short run to London.

The south of England is considered more beautiful in some respects than the north. Space does not permit description of the many historic spots. A number of circular tours by train and bus, touching on favorite villages, abbeys, cathedral towns, and seaside resorts, await the voyager. They are just as pleasant and profitable as those described above.

But whatever you choose to do, you will have to miss something. So read and plan ahead, make your choice, and be satisfied to study a few places well.

An African Playground

IN SOUTH AFRICA, land of the veld and wide open spaces, few mountains tower to any great height. But the Drakensberg range, where it forms a boundary between Natal, Basutoland and the Orange Free State,

Travel

reaches a height of more than 10,000 feet. Here is the roof of South Africa, and because of its scenic beauties the government of the Union has reserved the sector as the Drakensberg National Park.

From Mont-aux-Sources, away in the north, to Giant's Castle, the southernmost extremity, there are almost a hundred distinct peaks in the Drakensberg range. Cathkin, the central peak in the fifty mile area, is the highest point. Others, figuratively named because of their resemblance to the works of man, are Cathedral Spires, Sentinel Rock, Devil's Tooth, and Cathedral Rock. Ever on the watch for new climbs, the mountaineers have discovered parts of this range which test their skill to the utmost. But for the less hardy there are several peaks which can be ascended with comparative ease, and which afford magnificent views of the country.

The Drakensberg range is the watershed of South Africa. Several mighty rivers have their birth in the mountain fastnesses. Beginning their courses as trickling streams, these rivers gradually become broad expanses of water flowing into the Atlantic and Indian oceans. As a scenic masterpiece the Tugela river stands supreme. It commences on the heights of Mont-aux-Sources. At first the water tumbles lazily over its rocky bed, until reaching the brink of the mountain, it leaps in a mighty plunge to a pool two thousand feet below.

Within recent years the rivers in the neighborhood have been stocked with trout. The cool waters from the mountain summits and the currents have proved suitable for this sporting fish, and many fly-fishermen go to the park knowing that they will not be disappointed. Harmless wild animals find sanctuary in the park since its establishment as Crown land.

But it is evident that they did not always enjoy such protection. Once bushmen inhabited the numerous caves in these mountains. Relics of their primitive civilization are still to be found, and crude paintings on cavern walls depict hunting scenes and conflicts between wild beasts and pigmies.

Travel Articles

THE HOLY CITY, by Sirdar Ikbal Ali Shah; *The North American Review*, January. A Moslem pilgrim describes his journey to Mecca.

ADVENTURES IN SOVIET RUSSIA, by Henry Cowell; *The San Francisco*, December. The Soviets invited the author, a modern composer and pianist, to visit Russia. His experiences may have been painful, but they are bound to amuse readers.

AZANDELAND, by Ulrich B. Phillips; *The Yale Review*, Winter, 1931. The author made a wide tour of central Africa, home of a million Azande. He found them a people with fascinating customs.

PEACOCKS AND PLUM PUDDING, by Catherine Carr; *India*, December. The author describes a Christmas banquet in the colorful city of Jaipur.



A sailing every Wednesday midnight from New York for Cherbourg, Southampton, Hamburg. Also sailings by the luxurious **RESOLUTE** and **RELANCE**, and a popular "Cabin" service to Ireland, France, Germany by the **MILWAUKEE**, **ST. LOUIS** and **CLEVELAND**.

HAMBURG-AMERICAN LINE

39 BROADWAY - - - NEW YORK

Branches in Boston, Chicago, Cleveland, Philadelphia, St. Louis, San Francisco, Los Angeles, Seattle, Montreal, Toronto, Winnipeg, Regina, Edmonton, Vancouver, or local steamship agents.

Norway

THE LAND OF THE MIDNIGHT SUN

Enjoy the wonders of the fjords, the mountain plateaus, the Eastern lake country, the wild northerly coasts, the great glaciers, and the enthralling cities. Every place is accessible by splendid transportation, the hotels are excellent, and prices are extremely moderate.

Norway is easily reached. Travel there is comfortable and inexpensive. Ask for our booklets, and let us gladly assist you. No charge—and we sell nothing.

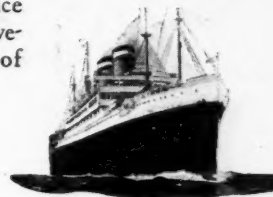
Norwegian Government Railways Travel Bureau
342 Madison Avenue
New York, N.Y. U.S.A.

A week of Solid Comfort en route to EUROPE

Just 7 days across—a voyage short enough to meet the modern desire for speed, yet long enough to afford real rest and recreation—on the "Famous Four" sister-ships—

HAMBURG * * DEUTSCHLAND
NEW YORK * * ALBERT BALLIN

Comfort and enjoyment are greatly enhanced by the ships' remarkable steadiness and absence of vibration. Unique stabilizing devices reduce rolling to five-sixteenths of normal.



SHORT STORY WRITING



One pupil won a \$2000 prize. Another pupil earned over \$5000 in spare time. Hundreds are selling constantly to leading publishers.

Particulars of Dr. Esenwein's famous forty-lesson course in writing and marketing of the Short-Story and sample copy of **THE WRITER'S MONTHLY** free. Write today.

The Home Correspondence School
Dept. 307
Springfield, Mass.



RIDE trails of never-ending sunshine

Out on the desert, the world is your bridge path... far horizons your goal. You ride on and on in the warmth of the soft bracing Tucson sunshine.

Come for a few days, a month or longer. A vacation here is not expensive. Golf, tennis and other privileges are gladly extended to visitors. Then there's hunting, fishing, tours to historic ruins, Indian villages and gay Mexico near at hand. Come!

Mail coupon, or wire, for information and booklets re: air, rail and road data, hotel accommodations, etc. We render personal service without obligation.



TUCSON Sunshine-Climate Club ARIZONA

1002 G Old Pueblo Bldg., Tucson, Arizona

Please send me the free "Sunshine Booklet"

Name

Address

Education

University of Chicago.



The Hutchins Family in Education

LIBERALIZED EDUCATION has received the hearty support of Robert Maynard Hutchins, 32-year-old president of the University of Chicago and former dean of the Yale Law School. Under Hutchins' management, Chicago is being recast in body and in spirit.

The University will henceforth be divided into three major groups—a two-year introductory college; four secondary two-year divisions in one of which the student will take a degree; and the specialized professional schools. The four divisions comprise humanities, social sciences, physical sciences, and biological sciences.

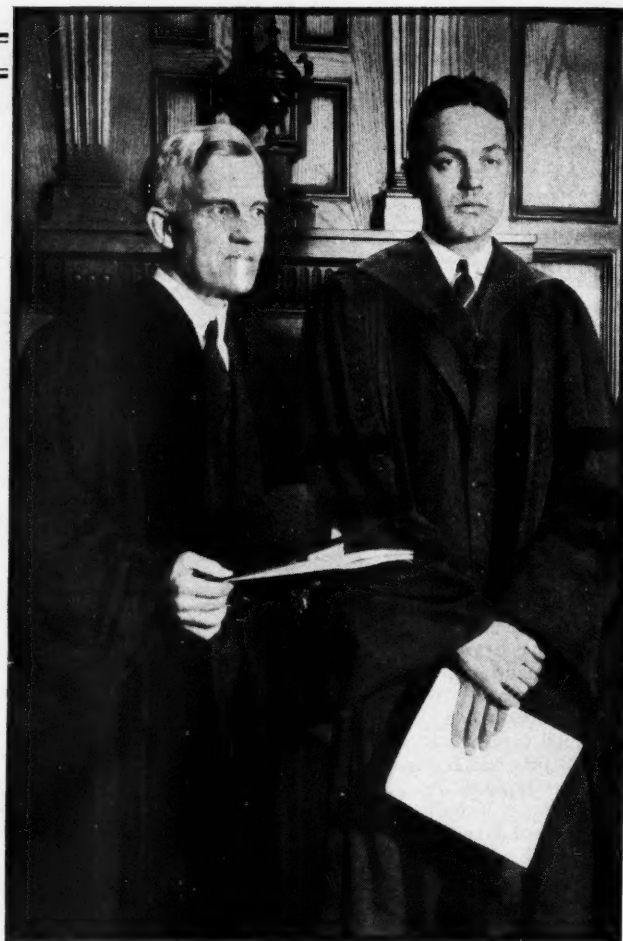
Course credits, formal grades, and pre-requisites are to be abolished. The student is promoted from the introductory college into the division of his choice by means of a comprehensive examination. He may, in case of failure, continue to take comprehensive examinations until he finally passes. Class attendance is not compulsory. No one is "flunked out" for academic ill-success.

Freshmen entering in the fall of 1932 (and possibly some of those entering in '31) will matriculate under the new plan. Harvard, Princeton, and Johns Hopkins have been operating on two-year-general, two-year-specialized systems; but the Chicago reorganization goes much farther with less rigidity. Progressive deans will preside over the preliminary college, and over each of the four sequential divisions.

President Hutchins forecast the New Chicago on October 30, in an address upon a "University of Utopia" which he delivered before a North Carolina educational conference at Chapel Hill. The speech gave free rein to his philosophy of learning. Said he:

"In disregard of such time-honored titles as graduate school and senior and junior college, the University of Utopia is divided into the professional schools

William J. Hutchins (left), president of Berea College, with his son, Robert M. Hutchins, president of the University of Chicago.



and five divisions in arts; the humanities, the social sciences, the physical sciences, the biological sciences, and the college. The college faculty is charged with discovering what a general higher education is and with administering it. A student enters upon his general higher education when he can show that he is ready to do so irrespective of his years in high school or his grades there. He remains in the college until his general higher education is complete, irrespective of the time or courses taken there. General examinations indicate his progress and not merely the multiplication of credits.

"His course of study is simple in the extreme and in none of it is his attendance required. There are four general lecture courses, planned to last through two years, in the humanities, and the social, physical, and biological sciences. Anybody may attend them but nobody is compelled to. From the lecture courses students particularly interested and qualified are chosen for seminar work in one or more fields, continuing to attend such lectures in the other fields as appeal to them. In this way those who wish merely to learn about the various divisions of knowledge do so in the lecture courses. Those who wish a more specific orientation and can show they deserve it may prepare for the upper divisions or the professional schools in the seminar courses. Tool courses and laboratory courses are given only for students who are in the seminars for presumably only they will ever

use the tools. The seminars are the only small classes in the college, for the university believes that it can afford such classes only for students who are especially able in the field and excited about it. Graduation from the college with distinction means entrance to one of the upper divisions or a professional school; graduation from the college without distinction means an honorable exit for the man who wishes a general education.

"THE UPPER DIVISIONS award all non-professional degrees, including the bachelor's, and the professional schools for all professional degrees. A student, as we have seen, may enter them whenever he shows by examinations, not credits, his capacity to do so. He graduates in the same way. The bachelor's, master's, and doctor's degrees are granted on the successful completion of examinations set for each degree by the entire division and not by one department. The examination for the Ph.D. demands evidence of familiarity with the major problems of college teaching, and at least as much familiarity with research as is now generally required. Other degrees, the Doctor of Science and the Doctor of Letters, are available for those who make no pretense of being college teachers but who can present a substantial piece of research to show their promise in investigation."

The Hutchins family is a busy one, and Chicago constitutes but one phase of its (Continued on page 97)



Reproduction from a painting made at "Cantigny Farm," the estate of Colonel Robert R. McCormick, Wheaton, Illinois, by Frank Swift Chase

© The D. T. E. Co., Inc., 1931

75% of increasing Davey business comes from old clients

Davey Tree Surgeons live and work in your vicinity

In spite of the fact that the Davey Organization serves an increasing clientele every year, three-fourths of the Davey business comes from old clients, a majority of them over and over again.

There is no half good in tree surgery. Nothing is cheap that is not thoroughly good. Davey service is performed by men whom you can trust—it is truly economical because it is scientifically and mechanically right.

There is just one thing of importance to you and that is the kind of men who come to do the work on your priceless trees. It makes no difference how much someone else knows about trees; it is the men that come to your place who do

the work. It is what they are, that counts.

Herein lies your protection, the guarantee of your satisfaction. All Davey Tree Surgeons are specially selected—no picked-up labor of any kind is used. All are thoroughly trained. Furthermore, a group of special chief experts travel from squad to squad to see that quality service is regularly delivered.

For many years the Davey Company has maintained the Davey Institute of Tree Surgery, the only school of its kind in the world. Only Davey employees are admitted, and all expenses are paid by the Company. It gives scientific training to Davey men.

These trained, reliable ex-

perts will please you. You don't have to take chances with your trees—Davey Tree Surgeons live and work in your vicinity, easily available at reasonable cost for small or large operations. Write or wire Kent, Ohio, or the nearest branch office for a free examination of your trees without obligation on your part.



JOHN DAVEY
1846-1923
Father of Tree Surgery
Reg. U. S. Pat. Office

Branch offices with telephone connections: Portland, Me., Boston, Worcester, Pittsfield, Providence, Hartford, Torrington, Westport, Stamford, New York City, White Plains, Patchogue, L. I., Hempstead, L. I., Albany, Syracuse, Rochester, Buffalo, Toronto, Montreal, Orange, N. J., Ridgewood, N. J., Madison, N. J., Philadelphia, Baltimore, Washington, Richmond, Pittsburgh, Cleveland, Toledo, Columbus, Dayton, Cincinnati, Indianapolis, Louisville, Lexington, Paducah, Detroit, Grand Rapids, Chicago, Milwaukee, Oconomowoc, Wis., Minneapolis, Des Moines, St. Louis, Kansas City, Mo., Charlotte, N. C., Atlanta, Jacksonville, Orlando, Birmingham, Montgomery, New Orleans, Tulsa, Dallas

There are no Davey Tree Surgeons except those in the employ of The Davey Tree Expert Company

Tune in Davey Tree Surgery Hour

Every Sunday afternoon, 5 to 6 Eastern time; 4 to 5 Central time; over the Red Network National Broadcasting Company. Featuring the old-time songs that everyone knows and loves. Listen to Chandler Goldthwaite on the Skinner Residence Organ.

THE DAVEY TREE EXPERT CO., Inc.

546 City Bank Bldg., Kent, Ohio

MARTIN L. DAVEY, President and General Manager

DAVEY TREE SURGEONS

J A P A N T H E S E R E N E



THE sun, according to legend perches atop the famous torii at Miyajima, heralding the approach of dawn. Ancient custom says that no one may be born, no one may die — nothing may be permitted to disturb the eternal serenity of this Sacred Island.

Japan is a vast gallery of just such beautiful pictures . . . and the Japan Tourist Bureau seeks to make them living, memorable realities to more American tourists, through a most unique travel service.

It is convenient, for instance, to know before sailing just what room one will occupy in a fine, typically western hotel at Tokyo . . . how long it will take to go in Pullman luxury, by "limited" from Yokohama to Kobe . . . where the smart shops are . . . what is par on Japan's great golf courses. It is possible, too, to have all the difficult details handled in advance . . . steamer, hotel, railroad bookings . . . tours planned, itineraries suggested . . . travelers' cheques . . . all without charge.

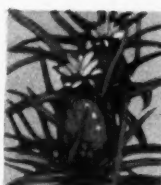
The Japan Tourist Bureau is a non-commercial organization. Its branches and facilities are world-wide. It will be honored to serve you in planning your trip to Japan and the Orient.

The wonderlands of Japan, Korea, Manchuria and China are reached from the United States and Canada by the Nippon Yusen Kaisha, Osaka Shosen Kaisha, the American Mail Line, Canadian Pacific and the Dollar Steamship Line. Full information will be furnished by any of these Lines, any tourist agency, or by the Japan Tourist Bureau. Write for booklet.

J A P A N
TOURIST BUREAU

c/o Japanese Gov't Railways, One Madison Ave., N. Y. C.
c/o Nippon Yusen Kaisha, 545 Fifth Ave., N. Y. C.

Just to eat is an adventure in these tropic isles



LUNCHEON becomes a ceremony. Yours is the royalty of ease in a time-less world...Hawaii. You look across the table. Beyond the green of bay, beyond the coral reef, in the bluest ocean the horizon drops to shut off the commonplace world you know too well... You toy with the last bit of fresh golden pineapple...

Through half-closed eyes you let the beauty of the scene play with memory. Other ceremonies stroll past. The "Aloha" dinner the last night on the liner that brought you over. *Hawaii's charm was on that boat.* Luncheon on the lanai of the Hilo Yacht Club. In contrast, another luncheon of poi, fresh coconut and mangoes with a native family. That "luau"—native feast—"pig and poi

in paradise."

Hawaii's hours drift past...Hula girl. A circlet of white carnations on one brown ankle. Hulas of legends, of princes and queens. Maybe of the prince who went to meet his loved one down where the waves crossed. Hawaii, ever young, full of spirit, has always loved and laughed. Yet Hawaii knows well the meaning of "hanamalie"—the spirit of taking life easy.

Hawaii Offers—

Magnificent spring festivals. Summer days that are cooled by constant trade winds of the wide Pacific. Flowers and flow-

Healthful tropic sunshine—Hawaii's golden cane sugar

A real world traveler—Hawaii's golden Pineapple

ering trees most profuse in April and May. Twenty

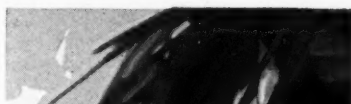
golf courses. Moderate inns and cottages. Luxurious hotels. Great ships on frequent schedule from San Francisco and Los Angeles. As fast as 8 days, by rail and ship, from New York.

Not an Expensive Trip—

Your all-expense roundtrip to Hawaii from the Pacific Coast may be made at moderate cost without sacri-

fices in excellence in steamship and hotel accommodations. You will find the total cost much lower than you imagine. For details write:

HAWAII



HAWAII TOURIST BUREAU

(OF HONOLULU, HAWAII, U. S. A.)

227 BUSH STREET, SAN FRANCISCO
1153 SO. BROADWAY, LOS ANGELES

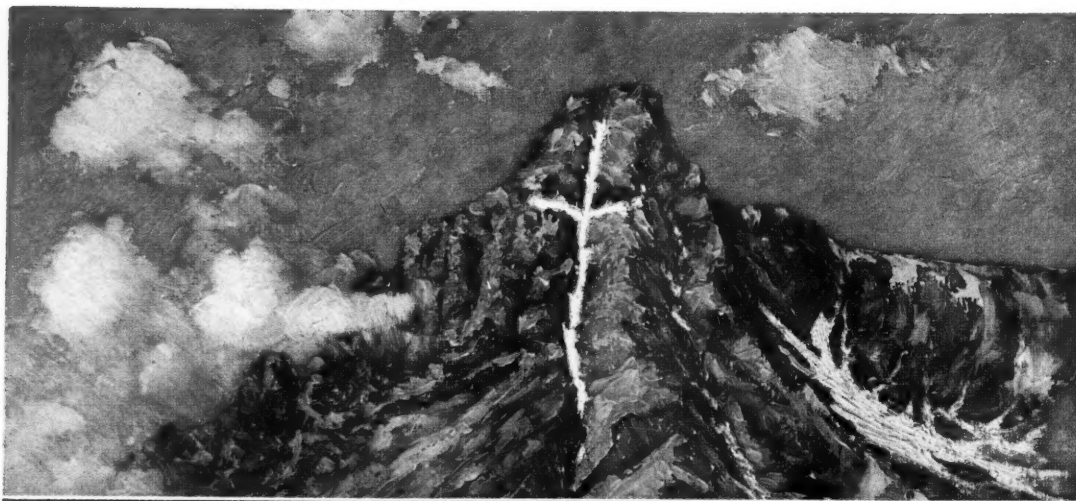
MATSON Line from SAN FRANCISCO
535 Fifth Avenue, New York
140 So. Dearborn Street, Chicago
215 Market Street, San Francisco

723 W. Seventh Street, Los Angeles
814 Second Avenue, Seattle
271 Pine Street, Portland, Ore.

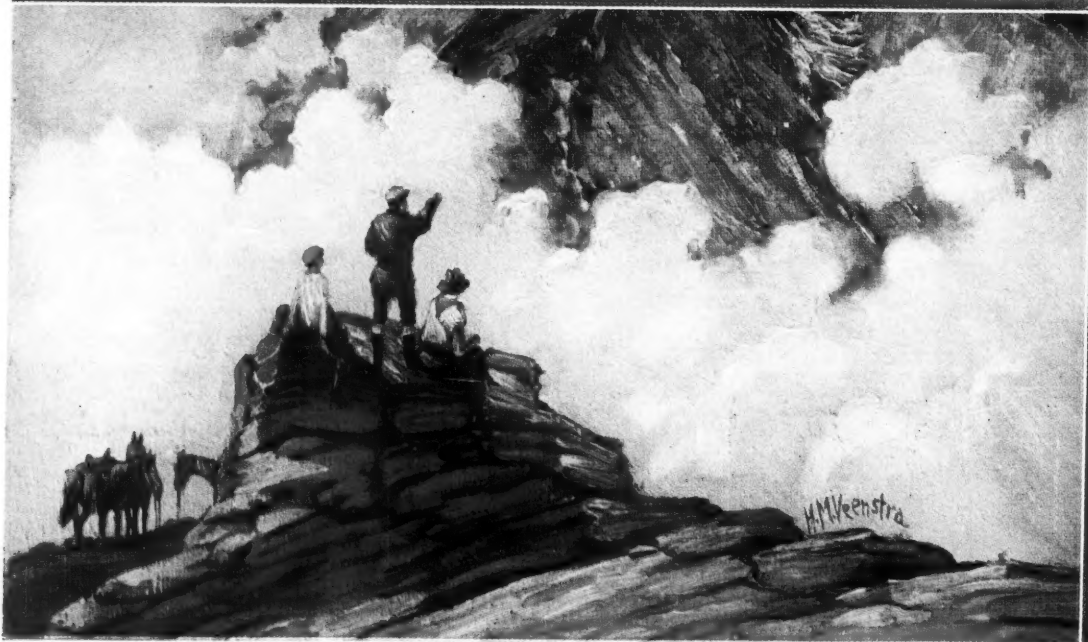
LASSCO Line from LOS ANGELES
730 So. Broadway, Los Angeles
521 Fifth Avenue, New York
140 So. Dearborn Street, Chicago

685 Market Street, San Francisco
213 East Broadway, San Diego
412 Thomas Building, Dallas

ANY TRAVEL AGENT WILL GIVE YOU FULL PARTICULARS



COLORADO



MOUNT OF THE HOLY CROSS is perhaps the most famous United States National Monument

This Grandeur, this Glory, this Opportunity

is Yours THE PEOPLE of the United States own much of Colorado, including five fascinating National Monuments; two National Parks of absorbing interest, and sixteen National Forests—great, scenic playgrounds comprising a full fifth of the state's vast area. Here is outdoor sport for the nation!

Come to Colorado and enjoy your own property! Overnight from half the nation, two nights from almost anywhere, Colorado is in easy vacation-distance from your home. Colorado vacations really cost less—and at all times of the year. The sunshine, the sparkling air, the gorgeous scenery, the extra-vitamin, Colorado-grown foods will combine to give you the utmost pleasure, relaxation and physical benefit—the finest vacation you and your family ever had—and at small expense.

There are rich opportunities for happy, prosperous living in Colorado. When you come, see what Colorado offers for a permanent residence, where you can get the utmost from life. Meanwhile, you should send the coupon for Colorado information, readably presented with photographic proof, in natural colors, of Colorado's scenic marvels and living advantages.



THE COLORADO ASSOCIATION

567 Kit Carson Building, Denver, Colorado

Send me "Colorful Colorado: Opportunity's Playground," illustrated with natural color photographs.

Name _____

Address _____

THE
KEY STATE
OF THE
NEW WEST



activit
Hutch
nard,
clergy
lege
Rober
of the
Kentu
tution
educat
The
478. I
curric
science
welfar
experi
sented
work
cessful
tain d
Bere
has 45
come
only th
accred
ture fe
age ag
is emp
tion-J
some c
ish fol
Hom
girls
woma
who c
one-ro
stresse
busine
tory co
ics, sh
cabine
ing, an
The
girls.
turned
There
depart
needs.
girls w
and th
Musica
total e
in all
Dr. I
of Bere
attende
son), a
ity deg
nary.
tor, pr
of seve
among
far-sig

Educ

relaxat
Guliel
cian. I
exercis
ming),
canvas
Barnar
the rel

Education

(Continued from page 92)

activities. The late Robert Grosvenor Hutchins, grandfather of Robert Maynard, was a famous Congregational clergyman and a trustee of Oberlin College. William James Hutchins, father of Robert Maynard Hutchins, is president of the highly useful Berea College in Kentucky. Berea is a community institution, designed to render social and educational services of incalculable value.

The college enrolment for 1930 was 478. In addition to the usual academic curriculum, there are courses in social science and community service. Family welfare is tested by concrete laboratory experimentation, for problems are presented by county judge and Red Cross worker. A normal school has met successfully the needs of outlying mountain districts.

Berea Academy, a senior high school, has 458 students. Of these, 92 per cent. come from the mountains. It receives only those living over five miles from an accredited high school, or those too mature for such an institution. The average age is 19.57 years. Correct English is emphasized. There is also a Foundation-Junior High School, borrowing some of the informal features of a Danish folk school.

Home economics are offered to the girls of all the schools. No young woman graduates from normal school who cannot introduce hot lunches into one-room rural cabins. Agriculture is stressed, and there is a department of business. Industrial arts offer exploratory courses in electricity, auto-mechanics, shop work, mechanical drawing, cabinetwork, carpentry, printing, painting, and paper hanging.

The bakery employs 57 boys and 10 girls. A college broom industry has turned out 204,000 commercial brooms. There is a coöperative store, and a dairy department which supplies college needs. Fireside industries supply 278 girls with all or partial school expenses, and there is a forest of 5600 acres. Musical education is not neglected. The total enrolment of separate individuals in all schools totals 2558.

Dr. Hutchins senior became president of Berea College in June, 1920. He had attended Yale and Oberlin (as has his son), and received his Doctor of Divinity degree from Union Theological Seminary. A Presbyterian, he has been pastor, professor of homiletics, and author of several books. Father and son are among America's most constructive and far-sighted educationalists.

Education Sidelights

FIFTY-SEVEN Barnard College girls are attending classes in rest and relaxation under the direction of Dr. Gulielma Alsop, the institutional physician. Instead of the required tri-weekly exercise (gym work, dancing, swimming), these favored students recline on canvas deck chairs atop the roof of Barnard Hall. Wrapped in woolen rugs, the relaxed ones imbibe hot soup or

cocoa. A new sun lamp, with mid-summer rays, sheds its kindly beams.

Talking and reading are *verboten*, and the students indulge in napping. For overstrain and acute fatigue are not unusual at Barnard, women's section of Columbia University in the heart of New York. Chronic malnutrition, frequent colds, and "nerves" are the result of big-city rush and din. One girl taking the rest cure put on eight pounds in a month.

• • THE UNIVERSITY OF MILAN has undertaken the publication of a fourteenth century manuscript of great historical and educational interest. The manuscript, titled "Vocabularium Latinum Pergrande," was discovered some time ago by Professor Luigi Sorrento in the National Library of Palermo. It was compiled by an abbot of the Benedictine monastery of San Martino della Scala, near Palermo, and with many other documents was kept in the library of the monastery, which during the Middle Ages was considered one of the most important in Europe. It is a kind of encyclopedia with notes, names of persons and cities, description of popular customs, and artistic information, and is considered the most extensive key to fourteenth century habits and thought so far discovered.

• • MEXICAN BOYS AND GIRLS will in the future go to school together, if they attend federal schools. This step will further help to break down the barriers that have existed between the sexes in Mexico and which, especially in the country regions, have kept women in an inferior position. Formerly it has been the governmental policy to make a school coeducational only if it were the only school of the town, but all government plants of the elementary grade are to be coeducational in the future.

• • PHILLIPS EXETER ACADEMY at Exeter, New Hampshire, is to make important changes in its teaching system as a result of a gift from Edward S. Harkness, New York philanthropist. Perhaps the most important detail of the plan is the limiting of class groups to not more than ten boys. Such an arrangement will permit special teaching to groups who have unusual difficulty with a particular subject, and also to groups who are able to go ahead faster than the average. The Harkness fund makes possible fifteen additional instructors, bringing the total to about sixty-five for 650 boys. Another feature will be the installation of the House plan similar to that in operation at Harvard, and planned at Yale, for which Mr. Harkness also contributed. Exeter will undertake the construction of four new dormitories and the rearrangement of old dormitories to provide accommodations both for students and for instructors and their families. Also a new building will be erected in which teaching in small sections can be carried on. The amount of the Harkness gift to Exeter was not announced publicly, but it is believed to be about seven million dollars.



UMI O
KOYTE

*From over
the sea*

From over the sea
Japan comes to greet
you... offering the

services of the ASAMA MARU, CHICHIBU MARU, and TATSUTA MARU, the finest, fastest motor ships from the United States to the Empire of the Rising Sun. • In all that pertains to material luxury and comfort N. Y. K. ships are twentieth century and American. But the atmosphere of Oriental courtesy is Japanese. The 14 glorious days introduce you to many Japanese customs by the time you are ready to say "Ohio (good morning), Yokohama." They prepare you for a fuller enjoyment of your visit to the kingdom of chrysanthemums, temple bells, and the great Daibutsu. Fourteen days going and coming add almost a month to your trip to Japan!

JAPAN, CHINA, AND THE PHILIPPINES...

STOP-OVER AT HONOLULU

Magnificent staterooms and suites... swimming pool... gymnasium... wide decks...

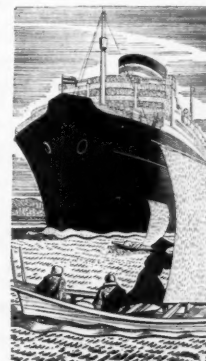
culinary seductions

that would make a Puritan into a gourmet. Dancing, of course. English-speaking stewards

and an office of the Japan Tourist Bureau on board. • Regular sailings

from San Francisco and Los Angeles, first class \$300 up,

cabin class \$250 up... from Seattle and Vancouver direct to the Orient on new cabin motor liners or all Tourist Cabin ships \$125 to \$250 up. For information, write Dept. 14.



New York . 10 Bridge Street
545 Fifth Avenue

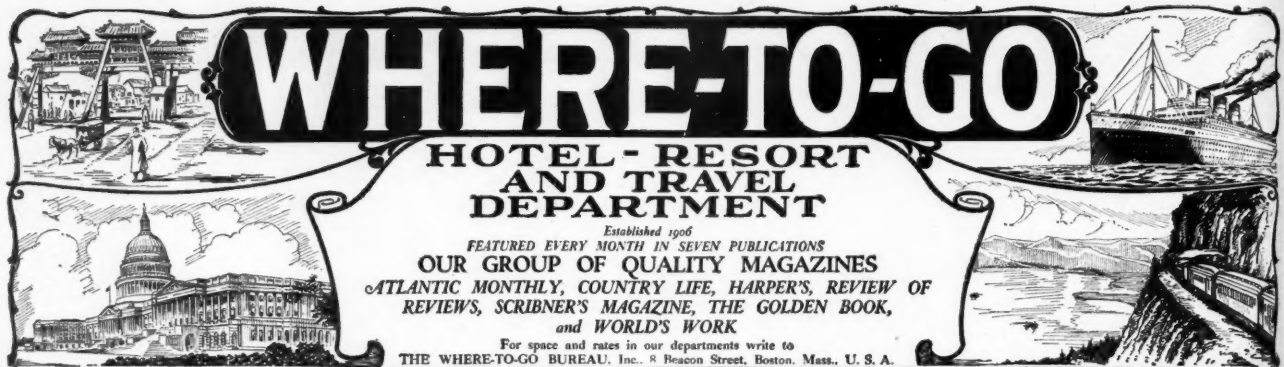
San Francisco . 551 Market St.

Seattle . 1404 Fourth Avenue

Chicago . 40 No. Dearborn St.

Los Angeles . 605 So. Grand Ave.

• Or any local tourist agent



WHERE-TO-GO

HOTEL - RESORT AND TRAVEL DEPARTMENT

Established 1906
FEATURED EVERY MONTH IN SEVEN PUBLICATIONS
OUR GROUP OF QUALITY MAGAZINES
*ATLANTIC MONTHLY, COUNTRY LIFE, HARPER'S, REVIEW OF
REVIEWS, SCRIBNER'S MAGAZINE, THE GOLDEN BOOK,
and WORLD'S WORK*

For space and rates in our departments write to
THE WHERE-TO-GO BUREAU, Inc., 8 Beacon Street, Boston, Mass., U. S. A.



Ireland first

Come to Europe by boat that calls at Cobh (Queens-town) in Ireland. In the South and West of that exquisite land—from Cobh to Killarney; from Killarney to Bantry and Parknasilla; through the County Kerry to Galway and Connemara; thence through the County Wicklow—"The Garden of Ireland"—all that you see afterwards in Europe will hardly equal all you see there.

L M S

LONDON MIDLAND & SCOTTISH
RAILWAY OF GREAT BRITAIN

G S R

GREAT SOUTHERN RAILWAYS
OF IRELAND

Illustrated pamphlets from T. R. Dester, Vice-President—Passenger Traffic (Dept. A34), LMS Corporation, and GS Rlys. of Ireland Agency, 200 Fifth Avenue, New York City, or from any LMS or GSR Ticket Agents.

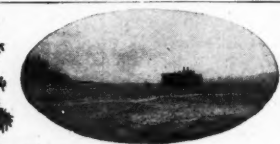
The English Countryside

A fully illustrated folder telling you where you may stay at moderate cost, and see all of England that is most charming and least hackneyed.

Post free on request from

The Where-to-go-Bureau, Inc.
8, Beacon St., Boston, Mass.

WASHINGTON



You Haven't Lived
until you've drunk deep of the rapturous
charm of the Evergreen Playground

Plan now to visit this Wonderland. Exceedingly low
railroad fares, starting May 15th. Mail coupon
for booklet of picturesque views.

SEATTLE, largest city of its age in the world, located
in the heart of the Charmed Land, is calling you.
No other spot on earth offers such variety and
magnitude of natural grandeur. Our front yard is
Elliott Bay, with accommodations for the navies
of the world; our back yard, Lake Washington—34½
square miles of fresh water. More than 1000 other
jewel-like, game fish lakes, less than 90 minutes by
motor. 124 islands to explore, each with its own
intriguing lure. Vast, primitive, enchanting forest—the
Pacific Northwest has largest stand of virgin timber
in U.S. You can ski on nearby Mt. Rainier in the morn-
ing and ride surfboard on Puget Sound in the after-
noon. Sports that revitalize tired muscles—thrills
that recharge jaded minds. Our summers are like late
May days in the Middle West; our winters like those
you go South to find. We are farther north than
the tip of Maine, but have yet to learn the mean-
ing of bitter weather. No matter how much you've
traveled—no matter what you've seen, you haven't
lived until you've visited this wonderland. Come this
coming summer. Make plans now. Mail coupon to-
day for further facts and booklet of alluring scenes.

SEATTLE

Chamber of Commerce, Dept. A261, Seattle, Washington
Please send more information and your free picture booklet.

NAME _____

ADDRESS _____

CALVESTON TEXAS

Sunny Treasure Isle

is 'way down South on
the Tropical Gulf . . .

Here's an enchanted Isle skirted by a
Southern sea. Nature made it a play-
ground, which man ingeniously im-
proved. A climate just right to enjoy all
sports every day. Excellent accommo-
dations at reasonable rates. Head South
for Treasure Isle. For descriptive booklet,
write to Dept. WG-3, Chamber of Com-
merce, Galveston, Texas.



GALVESTON

ON THE GULF
NEW ORLEANS LA.

The St. Charles
New Orleans
One of America's Leading Hotels
ALFRED S. AMER & CO., Ltd. Proprietors

Where-To-Go for March closes Jan. 26

FLORIDA

OSCEOLA-GRAMATAN INN AND COTTAGES

DAYTONA BEACH, FLORIDA

Season January 1st — April 5th
CHESTER A. WESCOTT, Manager



A distinctive
hotel of highest
class in the
healthiest part
of Florida. An
ideal home for
families; Cot-
tages in an
Orange Grove.
ADJOINS one
of the best 18-hole Golf courses in Florida. The Inn
accommodates 300 and is located outside but near
the city. Near World's finest beach. MODERATE
RATES. Under same ownership Hotel Gramatan,
Bronxville, N. Y. Same management Summer sea-
son. MALVERN HOTEL, Bar Harbor, Maine.
Write for booklet.

CHICAGO ILL.

HIGH CHARACTER
Standard \$5 Rooms at \$3
Hotel
KNICKERBOCKER
Chicago
Walton Pl.—adjoining Palmolive Bldg.
J. I. McDowell, Manager

NASSAU BAHAMAS

**Bahamas, Nassau, The Fort
Montagu Beach Hotel**
Directly on the ocean. Private bathing
beach. Every recreational feature. Spa-
cious tropical gardens. Opens January 5th.
Booklet.

NEW MEXICO

THE BISHOP'S LODGE

Santa Fe, New Mex. Finest Mtn. Resort. Horses,
Golf, Outdoor Sports, Cliff Dwellings, Indian Pueb-
los. Dry healthful climate. Homelike atmosphere

Ask Where-To-Go for Aid

WHERE-TO-GO resources in giving perfectly
reliable data for the use of the readers of the
seven publications we use monthly, are called
upon extensively by the cream among American
travelers of means and most desirable class.
Careful devotion to them for twenty-five years
and their consistent return to us after we have
rendered exceptional Quality Service for so long
a time, is a source of pride—and plain evidence
of their entire satisfaction with our system.
Ask us and right literature will be in the home
mail direct from our clients who have precisely
the attractions you seek.

Please state your desires plainly and write to
The Where-to-go Bureau, 8 Beacon Street, Boston

CRUISES-TOURS

250 EUROPE
ALL EXPENSES Price includes round trip
ocean passage, transportation abroad,
hotels, meals, sightseeing and tips.
Itineraries to every country in Euro-
pe. Write for free booklet, "250"
THE TRAVEL BUILD, Inc.
180 North Michigan, Chicago
521 Fifth Avenue, New York

EUROPE-NORWAY

30 Attractive Hygrade, Select,
Popular and Student Class Tours.
\$580 up. Booklet W.
GILLESPIE, KINPORTS & BEARD, Inc.
8 West 40th Street, New York

ROUND THE WORLD \$890
PLUS EUROPE
104 Days including all expenses, all shore excu-
rions or Great Cruise 57 days \$890
ALLEN TOURS, 154 Baylton Street, Boston, Mass.

CRUISES-TOURS

SOUTH AMERICA



DIRECT TO RIO

12 Days—No Intermediate Stops
The Four Princes for the fastest time, as
well as a safe, luxurious voyage to Rio de
Janeiro, Santos, Montevideo and Buenos
Aires. Most modern system of ventilation
provides utmost comfort in tropical waters.

FORTNIGHTLY SAILINGS

Accommodations for first-class passengers
only. Reservations and literature at author-
ized tourist agents or Furness Prince Line,
34 Whitehall St. (where Broadway begins),
or 565 5th Ave., N. Y. C.

Round World Tours 108 Days—23 Ports—\$680

FURNESS PRINCE LINE
Prince Line Service has been continuous between
New York and South America for 55 years

When writing to these advertisers will you
please mention The Where-to-go Bureau?
It will be greatly to your advantage to do so

INDIA AUSTRALIA FAR EAST

BY
PENINSULAR AND ORIENTAL
AND
BRITISH INDIA STEAM
NAVIGATION COMPANIES

The recognized way to India,
Australia and the Far East is
by P. and O. Regular fre-
quent sailings from London
and Marseilles, by large,
modern, superbly equipped
liners. Through bookings to
Egypt, Sudan, India, Persian
Gulf, Burma, Ceylon, Straits
Settlements, China, Japan,
East and South Africa,
Mauritius, Australasia, etc.
... Round the World Tours.
Write for illustrated catalogue
covering services and fares.

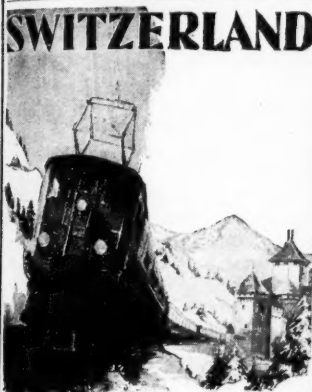
CUNARD LINE

General Agents
25 Broadway, New York

WHERE-TO-GO

HOTEL-RESORT & TRAVEL DEPARTMENT

SWITZERLAND



Electrification adds to the smooth, restful, clean flight through Switzerland . . . it makes the country more beautiful than ever.

If you are looking for peace, joy and contentment, not to mention opportunities for rejuvenation and intellectual improvement, cease further search, for Switzerland is waiting to graciously offer you these comforts. Switzerland will break its heart to please your every mood.

TRAVEL in COMFORT and SAFETY

Travel wisely and economically. Our 8 day II. Class season ticket costs only \$18.50.

We shall be glad to send you illustrated literature on the following most delightful routes and places:

Lugano, St. Gothard, Lucerne and its Lake District, Grisons, St. Moritz, Simplon, Loetschberg, Bernese Oberland, Interlaken, Jungfrau, Berne, Thun, Zermatt, Gornergrat, Furka-Oberalp.

Just clip and send us this ad or ask for packet W.

SWISS FEDERAL RAILROADS

475 Fifth Ave. New York

WHERE-TO-GO DEPARTMENTS ARE in seven of the best family magazines every month simultaneously. They meet the traveler everywhere, and will accompany him wherever he may turn, and will influence all his choices in travel planning.

CRUISES-TOURS

MEDITERRANEAN \$295

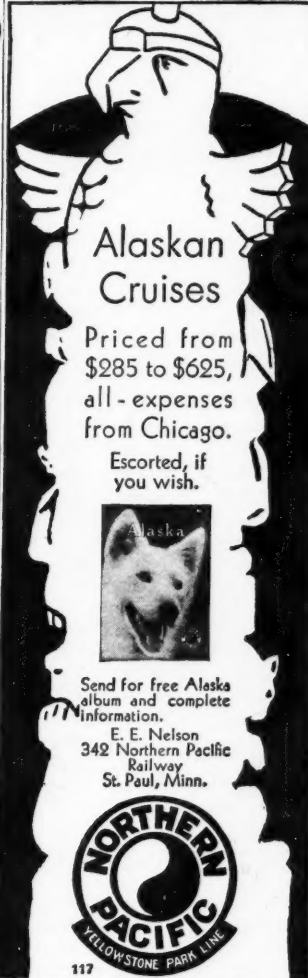
9 Countries incl. Europe. Shore Excursions and all expenses included. 60 Day Cruise, \$454. 75 Days, \$595. Orient Cruise, 57 Days, \$395.

ALLEN TOURS, Inc., 154 Boylston Street, Boston, Mass.

\$739 'Round the World

104 days, \$7 day. Send for Literature ROBERTSON TRAVEL BUREAU 609 So. Spring Street, Los Angeles, Calif.

TRAVEL-TOURS



Alaskan Cruises

Priced from \$285 to \$625, all-expenses from Chicago.

Escorted, if you wish.



Send for free Alaska album and complete information.

E. E. Nelson
342 Northern Pacific
Railway
St. Paul, Minn.



117

Quality Service to Advertisers

WHERE-TO-GO is welcomed everywhere to the reading tables of the best homes in North America every month throughout the year. Since 1906 the cream of travelers have known we present precisely what they desire to know about.

Seven high class magazines present these departments, featuring a large variety of Travel invitations most attractively and effectively. They are the sign boards of clients whose success has been won by their excellent offerings.

Remember—small copy is Big in Where-To-Go

HOLY LAND

Enjoyable • Inspirational • Intelligent Planned
Experienced Leadership • Congenial Personnel
Send for FREE descriptive booklet.
"Travel Free From Worry"

THE WICKER TOURS, Richmond, Virginia

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

EUROPE

Personally Conducted, from \$395

CRUISES-TOURS



Individual Itineraries planned to accord with your own desire and convenience . . . stressing luxury or economy . . . start anywhere at any time . . . with or without courier escort.

Group Travel of widest variety. Strictly limited tours de luxe by finest liners; sailings via North Atlantic or Southern routes. Itineraries embracing Continental Europe . . . North Cape . . . Russia. Popular Cabin Tours; Tourist Third Cabin Tours . . . attractive programs at popular prices. Special Cruise Tours by Airplane; General Airplane and Private Automobile Travel.

Steamship tickets by all lines
Cook's Travellers' Cheques
Literature and full information at your request

THOS. COOK & SON
587 Fifth Ave., N. Y. and Branches
in co-operation with

WAGONS-LITS CO.
701 Fifth Avenue, New York

UNIVERSITY TOURS and VACATION TRAVEL TOURS
Visiting Picturesque Corners of Europe

Excellent Travel Arrangements
Leadership and Congenial Group Membership
Recognized for College Credit
Write for Booklet

THE AMERICAN INSTITUTE OF EDUCATIONAL TRAVEL
587 Fifth Avenue, New York City

EUROPE

BRITISH ISLES THE CONTINENT SCANDINAVIA

Frequent departures. Widest choice of routes. Experienced conductors.

Send for book W. FRANK TOURIST CO. (Est. 1875) 542 Fifth Avenue, N. Y.

EUROPE \$185 to \$800

Choose from more than 1000 conducted tours. Write for free booklet.

UNIVERSITY TRAVEL CO. College House, Harvard Sq., Cambridge, Mass.

CRUISES-TOURS

They.. say the COAST to COAST voyage over the RECREATION ROUTE

to or from New York and California is the grandest sea trip they've ever taken . . . the travel experience supreme. Write for full information.

*Thousands of Tourists from all over the United States.

No. 1 Broadway, New York;
460 Market Street, San Francisco; or authorized S. S. or R. R. agents.

Panama Pacific Line ALL NEW STEAMERS
INTERNATIONAL MARITIME COMPANY

Where-To-Go Travel influence is world wide.

EMPLE OURS

PARIS—DANUBE
BERLIN TOUR

Eight Weeks—Nine Countries

\$707

Spring tours and other tours, \$295-\$1500

For complete information address

TEMPLE TOURS

443 Park Sq. Bldg., Boston, Mass.

TRAVEL in EUROPE

59 years of service
INDEPENDENT Escorted Private Auto TOURS
Foreign offices
Steamship TICKETS

DEAN & DAWSON, Ltd.
512 FIFTH AVE., NEW YORK, N. Y.

Clark's Famous Cruises - - -

NORTH CAPE CRUISE June 29

S. S. Calgaric—\$550 up

EUROPE Cruise July 4—53 Days

S. S. Laurentic—\$650 to \$1350

Madeira, Morocco, Spain, Algiers, Italy, Riviera, Sweden, Norway, Edinburgh, Holland, Belgium, Paris, London; select clientele; the most and best for your money.

Hotels, Drives, Fees, etc., included.

Frank C. Clark, Times Bldg., N. Y.

33 days EUROPE \$255
Foremost Student Tours, all Expenses Over 5000 satisfied members in 1930. Small parties. First class hotels. More motor travel. 250 tours, 25 days \$255 to 90 days \$790. Seven-country tour \$375. Send for booklet. COLLEGE TRAVEL CLUB 154 Boylston St., Boston, Mass.

We Learn to Manage Cities

(Continued from page 53)

cal influence, easy orderliness of finances and budget procedures, and stability and efficiency of personnel. No scandal has as yet touched a city manager.

An unimportant half-dozen cities in these sixteen years have reverted to other types of government. One or two—Kansas City, in particular—have had partisan machine-dominated administrations. The Kansas City experience is that the city is at least getting much better government than before, thanks presumably to the cold air of conspicuous personal responsibility that blows into the City Hall by reason of the simplicity of the structure of government.

There are innumerable stories of the achievements of the various cities; the testimony has in fact become so voluminous and so uniformly favorable to the city manager that the case may now be regarded as proved. The plan is spreading at the rate of thirty cities a year.

Within the past ten years, more than 200 cities have been zoned, and city planning has come into fashion. This has involved developing a competent new profession of city planners. Cities that have "just grown" like Topsy, and have become unkempt and disorderly in lay-out, now summon experts who count traffic in congested streets, map the use to which every lot is being put, compute the effects of future growth and submit an eventual plan of streets, parks, and utilities adequate for the population that will come in the next twenty-five or fifty years. After the acceptance of such a master plan, public works can proceed in such fashion as to fit into the scheme, with vast annual economies in sewers and pavements and in the losses that arise from the old half-way piece-meal procedure. A permanent city plan commission becomes annexed to the city government, to serve as watchful guardian of the plan and lobbyist for posterity in all matters that affect it.

The most interesting part of the city plan is usually the zoning—the very word is new to our language within this decade. A zoning ordinance defines the areas that may be utilized for heavy manufacturing, business, and residential purposes. It does not affect buildings in use at the time of the adoption of the ordinance, but it does control all future erection. New York City invented this legal device in 1916.

I have been a happy witness to its effect in transforming gently the conditions that surround my home near Washington Square. The district was zoned as residential, but it then was a ragged disarray of factories, stores, offices, and residences. The latter were mostly in disrepair and neglect, because the neighborhood had become undesirable for homes. After the ordinance passed, I saw the stores and factories close up and disappear one after another, and new apartments took their

places. Fresh paint appeared on doorways as owners took courage. The removal of one soiled plumbing shop rejuvenated a whole block. The area is now almost solidly residential and the land values have multiplied.

All this is quite in accord with the vision of Lawson Purdy, who said to his conferees on the original zoning commission: "Let us make no restrictions that do not enhance the value of the areas affected." It was estimated that the adoption of zoning in White Plains, New York, added \$5,000,000 to land values within the town by reason of the assurances which the restrictions gave to owners and prospective home builders that their properties would be protected against the invasion of public garages, factories, or stores in places where such buildings were not wanted.

The general effect of zoning in cities is to get the stove into the kitchen, the beds into the bedrooms, and the piano into the parlor, so to speak. The effects are gradually becoming visible and as the transition proceeds we shall see towns with factory districts, business districts, and residential districts clearly defined; and thereby will pass a certain higglety-pigglety unkemptness that has long been a hideous feature of American towns. Zoning has had a hard time in some of the courts but the Supreme Court of the United States is markedly friendly. In ten years a growing town that has not been zoned will be considered backward.

NEW YORK has a special problem—that of controlling the skyscraper which has recently leapt to new heights undreamed of when the zoning ordinance was introduced. The new Chrysler Building is 68 stories high, the Empire State Building is to be 80. Such pinnacles at the moment thrill the town as they stand here and there in solitary glory. But when these buildings stand shoulder to shoulder, ordinary sunlight will command a fancy price, sidewalks will be packed and streets jammed—a totally needless situation, since there is abundant ground in New York to house the future population with light and air

Sunday in defiance of law; how much more must it be worth to a speak-easy to stay open at all? The police of any city, by alliance with politicians, can practice favoritism in enforcement, and thereby tap vast funds that go far beyond the dreams of those who once grew rich on saloon traffic and red light districts. The social cocktail that the smart hostess thinks she must serve before her guests move into the dining-room, the bottles in the lower lockers at the country club, and the friendly glasses at the speak-easy, provide fabulous sums for tampering with public officials and maintaining election workers and financing political campaigns. There is no limit now to the funds which a political machine can obtain for our general political enslavement. The situation had developed in one form in Chicago; it will no doubt take many forms. That latent progressivism of decent people which goes forth to war on political machines is coming up against great odds, and neither you nor I can possibly forecast the outcome.

Germany in Upheaval

(Continued from page 56)

effect of their arrival in power upon German financial credit abroad and upon the policy of neighboring countries, whose interests have been assailed by Fascist orators, would be disastrous. The danger is not a new war in Europe, but a fresh augmentation of German isolation and suffering.

You must see the thing as it is. Government—orderly, reasonable, intelligent government—is actually besieged. It is facing the double danger of the nationwide upheaval growing out of all the various factors which I have described, and of economic depression. It is unlikely to have any new accession of strength until there is at least a reduction of seasonal unemployment in the spring. It is unlikely to obtain much relief from abroad, because France, Poland, and Czechoslovakia have been alarmed by the treaty revision program of the Fascists and are unready to consider disarmament or make other concessions. Britain is absorbed in its own difficulties. America is remote and inclined to see moratorium proposals as injurious to it.

Nevertheless it seems a little better than an even bet that Bruening will be here when May Day comes, although nothing is more likely than that his cabinet will pass through many changes. And while he remains, German policy will continue firm, sane and peaceful. Moreover, backed by Braun and Severing, the president and policeman respectively in Prussia, domestic order will also endure.

I see no reason to believe that Germany constitutes any present menace to European peace or that we are facing the possibility of a new domestic revolution in Germany—which at best would mean enormous dislocation of German economic as well as political life, and

Help Wanted—Male.

VILLAGE MANAGER WANTED.

The Village of Mamaroneck, New York, desires the services of an experienced village manager, who has had previous experience in municipal management.

Please state qualifications, experience and salary desired.

Address all communications to the Board of Trustees.

Help Wanted Male American

and easy circulation for all.

Prohibition provides the darkest new problem of civics. Regulation of saloons in the old days—to make them close on Sunday, for example—was enough to over-test many municipal governments; but such governments are now commanded to exterminate the liquor traffic entirely. They don't do it, and they can't. To a saloon it might be worth a certain amount of money to open on



Hotel
**CHARLOTTE
HARBOR**
Punta Gorda
Florida

FACING beautiful Charlotte Harbor on the Gulf Coast of Florida—a delightful perfectly appointed hotel, featuring a famous cuisine and exceptional service. Own 18-hole golf course, tennis courts, gun traps, bathing beach, 80' x 176' fresh water swimming pool. Guide staffs for hunting and fishing—quail—tarpon and black bass. Atlantic Coast Line operates through cars to Punta Gorda—on the Tamiami Trail. Wire reservations or write for descriptive booklet to Peter Schutt, Manager, Hotel Charlotte Harbor, Punta Gorda, Florida.

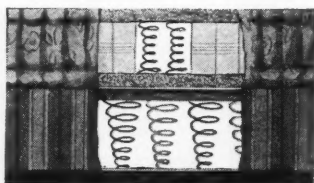
SINK . .

DOWN . .

DOWN . .

DOWN into SLEEP

Statler beds are as luxurious as money can buy. Each has a deep box spring topped by an inner-spring hair mattress . . . nothing is more conducive to restful sleep.



Oh, what a difference there is in beds! There's the stern kind — the sad type — the lumpy affair. And then there's the *Statler bed* . . . buoyant, restful. "What a bed!" you think, as you yawn and stretch in lazy content on the mattress that is comfortable *all over* — that doesn't sag in a single place — that yields pleasantly to the curves of your body.

Finally, you switch off your radio . . . put out the light at the head of the bed . . . pull up the snowy white sheets and the blankets . . . and *sink down, down, down into sleep.*

In the morning you awake to find a newspaper under your door, and soon you're whistling merrily in your bath — eager for your breakfast. And as you start about the business of the day, *refreshed* and *rested* and *happy*, we know you will think with enthusiasm of the gracious personal service you have enjoyed, of the many comforts of your room. And we fancy, too, you will remember it was the Statlers that first gave travelers the modern hotel.

HOTELS STATLER

BOSTON BUFFALO

CLEVELAND DETROIT ST. LOUIS

in NEW YORK, *Hotel Pennsylvania*

thus contribute to the postponement of general restoration of prosperity in the world.

Nevertheless Germany may, before May 1, announce a moratorium in reparation payments, as is her right. This act will necessarily reopen all the old discussions of debts, as well.

I believe that whatever be the progress of the present Fascist affair in Germany, it will leave behind it certain enduring consequences. There will be a new Germany to deal with when the economic crisis and the Hitler movement have both evolved as they must. And no government of the future can fail to present to the world the three demands of the German people: an end to all reparation payments, a right to equal opportunities of national defense, and a revision of the eastern frontiers.

At the very bottom of all the amazing success of the Fascist movement is the conviction that in these three respects the existing situation is impossible and cannot endure. The belief of reasonable people is that a peaceful Germany cannot develop and coöperate with the rest of the world while these three restrictions are placed upon national life. I have talked with every kind of German in recent months, and in the end one always comes back to the same triple conclusion summed up in the single phrase: "It cannot last."

THIS GERMANY, which is in upheaval, is not dominated by a spirit of war or revenge. The part of the revolt which is due to human misery can hardly be exaggerated. There is incredibly more of agony than of passion in the German phenomenon today. But beyond the present hour and the immediate crisis lies the question of the future, and there stands the inescapable fact that the victors of the World War have not yet made peace with the German people on any basis which can be permanent and will be for any long time tolerable to a great people.

Those voices which are raised most impressively in Germany at the present hour against the situation in which the German people find themselves are not the voices of war-mongers, of swash-bucklers. You can hear such voices, but they are the voices of the men and women who are most passionately eager to find a way to peace. The notion of a Germany planning to join the Italians in attack upon the French or the Soviets upon the Poles is as inexact in fact as it is appealing and logical in theory.

The supreme fact about Germany is that it is not a country or a people with a single conception, a dominating purpose. It has little if anything to recall the old, well ordered and disciplined Germany of pre-war and war days. It is a Germany of contrasts, paradoxes, confusions, but it is also a country of well nigh universal suffering and widely disseminated doubt, if not despair.

It is a Germany into whose soul the iron of defeat has entered deeply, the humiliation of helplessness has eaten and continues to eat savagely; it is a Germany which still in all this depression has a surviving and sustaining sense

SUN

The

B

cups

fragra

soms.

—this

Febru

degre

E

cosm

Pave

the h

Mexi

ench

golf,

ing c

T

come

S

For

A

L

Write today

MAN", wh

Blackstone

authorities

crime Cou

instruction

course, incl

livered imm

among our

tation, lov

BLACKS

Learn

ADVE

Learn

PHOT

Co

Co

Co

Co

Co

Co

Co

Co

Co

Co

Co

Co

SUNNY SAN ANTONIO



This Is Spring in South Texas!

Bluebonnets, verbena and buttercups form a tapestry of living colors.... fragrant huisache raining yellow blossoms....mesquite looking like giant ferns—this is spring in South Texas, where February's midday temperature is 66 degrees and that of March is 76!

Explore this wonderland from its cosmopolitan capital—San Antonio. Paved highways, uncurling north to the hills and south to the Gulf or old Mexico, lure you on....while in this enchanting city 200 years young, polo, golf, tennis, riding, motoring and flying cram the days with new thrills.

Turn your back on winter and come meet the spring in San Antonio.



San Antonio

For Free, Illustrated Booklet, Write Dept. 44
MUNICIPAL INFORMATION BUREAU
Artec Building San Antonio, Texas

LAW Free Book

Write today for FREE 128-page book, "THE LAW-TRAINED MAN", which shows how to learn law in spare time through the Blackstone home-study course prepared by 80 prominent legal authorities, including law school deans, lawyers, and U. S. Supreme Court justices. Combination text and case method of instruction used. All material necessary furnished with the course, including elaborate 25-volume law library, which is delivered immediately upon enrollment. Many successful attorneys among our graduates. LL.B. degree conferred. Moderate tuition, low monthly terms. Money-Back Agreement.

Write for free book today
BLACKSTONE INSTITUTE, 807 N. Michigan Ave., Dept. 92 Chicago

Learn ADVERTISING at Home
Greater opportunities now in advertising. Learn easily and quickly in spare time. Practical work. No text books. Old established school. Low tuition—Easy terms. Send for free booklet of interesting information
Page-Davis School of Advertising
Dept. 1042, 3601 Mich. Av., Chicago

Learn PHOTOGRAPHY at Home
Make money taking pictures. Photographs in big demand. Commercial Photography also pays big money. Learn quickly at home in spare time. No experience necessary. Write today for new free book, Opportunities in Modern Photography. American School of Photography, Dept. 1042, 3601 Michigan Ave., Chicago.

COLLEGE COURSES AT HOME

Carry on your education. Develop power to initiate and achieve. Prepare for college. Earn credit toward a Bachelor degree or Teaching Certificate by correspondence. Select from 450 courses in 45 subjects, including English, Mathematics, History, Education, Psychology, Economics, the Languages, etc. Write for catalog.

University of Chicago
541 ELLIS HALL CHICAGO, ILL.

of inherent greatness. It is a Germany which has pretty nearly plumbed the depths of suffering personal, national, and even racial. It is a Germany which more or less instinctively is trying to make it clear to a heedless and in part at least an unimpressed and unsympathetic world, that European peace, world order, economic prosperity depend in no small measure upon the assurance to the German people of an irreducible minimum of possibility to live.

Above all, it is a Germany of little people, of human beings beset with an incredible complication of problems. More than it is possible to comprehend, the whole structure and system of life has been shaken, not by the immediate revolution of November, 1918, which was not in the least real, but by the progressive effect of social and political, and above all, economic events since then. The Germany we knew in the immediate pre-war and war years is as dead as the France of the Third Empire. If you put to one side the Russian Revolution, the change in Germany since 1918 is the most far reaching since the French Revolution itself.

And it is in full progress. An old aristocracy, an old system alike of nobility and of middle class is disappearing under almost incredible suffering. Along with this is the even more sinister fact that a new generation of boys and girls is coming on, for all of whom the door of opportunity seems closed. The old order can die. Its members are dying obscurely, pathetically concerned, like their predecessors of the French Revolution, with the manner of their exit more than inspired by any hope of escaping their tragic destiny. But youth, which is after all the very heart of the Fascist movement, is quarreling with experience, with middle age, with reason, because it finds for itself no chance to satisfy either the personal or the national ambitions of youth.

We made peace with the Germany with which we fought at Versailles. But we have still to make peace with the Germany with which the world after all must now live, peace on a basis which the Germany of today will accept as tolerable. We need not the terms on which to end a war, but the terms on which to base an enduring system of order, economic, political and racial.

Department Stores as an Index

THE FEDERAL RESERVE BANK of New York publishes monthly reports gathered from department stores in the metropolitan area (New York state, and from Newark in New Jersey to Bridgeport in Connecticut). Total sales in the first 24 days of December were about 4½ per cent. smaller than a year earlier. November sales were off by nearly 8 per cent. For the full year, however, it is estimated by the bank that sales declined only 2½ per cent. "Taking into consideration," it remarks, "the downward tendency of prices, it seems probable that the quantity of goods sold compared favorably with that of 1929."

Readers may have difficulty reconciling these figures with every-day gossip.

AND NOW IT'S Australia



...the newest travel idea

ALL oceans lead to Australia—below the equator, where winter turns to summer.

All along the Pacific route lie lovely Hawaii, French Tahiti, Pago-Pago in Samoa, Rarotonga, Fiji and New Zealand... then the brilliant million-peopled cities of Sydney and Melbourne. From Europe, the African Cape, the Panama Canal or the Orient you can go on to Australia just as easily and interestingly.

ASK YOUR TRAVEL AGENT

Plan now to see the great, tangled jungles hung with brilliant orchids, placid valleys, limitless "bush" peopled with the world's queerest animals and birds—and all reached by excellent rail and motor roads.

Every travel bureau or steamship line can tell you more about it and arrange everything. But now, while it's convenient, send this coupon for interesting illustrated booklets.

AUSTRALIAN NATIONAL TRAVEL ASSOCIATION

864 ADAM GRANT BUILDING, SAN FRANCISCO, CALIF.
OF GRAND BUILDINGS, TRAFALGAR SQUARE, LONDON.

Name _____
Street _____
City _____

CRUISE to GIBRALTAR ALGIERS PALERMO NAPLES GENOA RIVIERA



Not the usual crossing! But a sunny, healthful voyage—and every luxury of the Roman Splendor Ships. Really a miniature cruise—AT GREATLY REDUCED RATES from \$275. Optional shore excursions offered.

R O M A FEB. 4
AUGUSTUS MAR. 7
FEB. 17

Regular Sailings to
Gibraltar, Naples, Genoa

Mar. 21 Apr. 11 Apr. 25 May 16
SITMAR de Luxe Connecting Line to Egypt,
Palestine, Constantinople and Athens.

Write for illustrated booklet "Lido All the Way!"

N.G.I. Navigazione Generale Italiana
Italia America Shipping Corp.
General Agents, 1 State St., N. Y.
or local steamship agents

"Something More Than Just Another Lincoln Book"

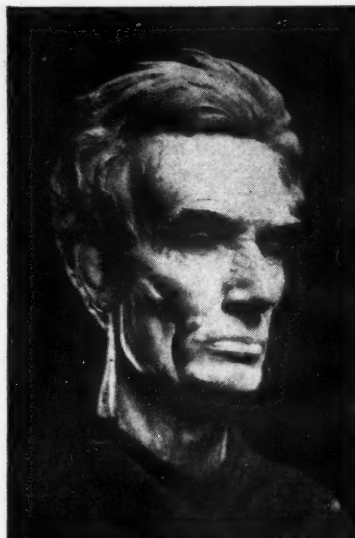
By Dr. Louis A. Warren

CONSIDERING the excellency of Albert Shaw's work observed in the two volumes now before us, it appears that at last historians have qualified a writer who is capable of carrying on the story of Lincoln through the presidential years, that most neglected field in Lincoln literature. The late Senator Beveridge aspired to this task and laid an adequate foundation in his preliminary efforts, which were brought to an abrupt close by his untimely death; his discussion closed with the chapter on "The Great Debate."

Mr. Shaw has brought down the Lincoln story, which might be called a political history of America, contemporaneous with the days of Lincoln, to the inaugural address of 1861. We are now the richer by having an authentic and exhaustive history of that interval between the debates and the first inaugural. It is hoped that Mr. Shaw will find it convenient to complete the story of Lincoln in subsequent volumes.

The position which the author occupies as editor of the *Review of Reviews* invites a somewhat unusual method in reviewing his Lincoln publication. It might be called a review of the reviews of his book.

The illustrations which embellish the text are by far the most unique features of the publication and attract, naturally, the attention of the book reviewers who contribute to the daily press. Excerpts from some of the New York papers are typical of those to be found throughout the country. The *Times* states, "There is at least one cartoon on every page, most of them rare and unknown, and often derived from the most remote sources. The idea is so novel that this review will be devoted entirely to the cartoon motif and will pass by the text with the statement that it is a careful, impartial, and well written history." The



Herald Tribune believes that "the cartoon has an appeal all its own and the historian has been slow to recognize this fact." A *Post* headline announces that the book's "Drawings and Caricatures of the times make history graphic." The *World* feels that "so long as we have access to cartoons and caricatures we won't be making saints out of national heroes."

While the scholar will appreciate the illustrative features of the book, his final appraisal will more likely coincide with the findings of such men as: Nicholas Murray Butler, president of Columbia University, who calls it "a truly notable contribution to American history"; Edwin A. Alderman, president of the University of Virginia, who believes "these Lincoln books ought to make a swift and powerful appeal to thoughtful people everywhere, interested in the amazing career of Abraham Lincoln," and J. H. Kirkland, Chancellor of Vanderbilt University, who addresses the author in these words: "Your interpretation of history seems to me so fair and philosophical that I continually wonder at your skill."

While the entertainment feature afforded by the cartoon will please many, and the

This appreciation of Albert Shaw's new Lincoln volumes was published in the Mississippi Valley Historical Review for December, 1930. It was written by Dr. Louis A. Warren, himself the foremost living Lincoln authority.

contributions to contemporaneous American history in volume one will be welcomed as a valuable source of information, the statesman will be especially interested in the second volume. One admires a piece of work which is done so thoroughly that its very completeness discourages any further attempt to revise or enlarge upon it. "Abraham Lincoln; The Year of His Election" is such a book. Elihu Root congratulates Mr. Shaw on "rendering a very valuable service in collecting and preserving in available and permanent form really substantial material for the history of that critical period." Charles Evans Hughes regards the work as "an invaluable contribution to the understanding of Lincoln's career."

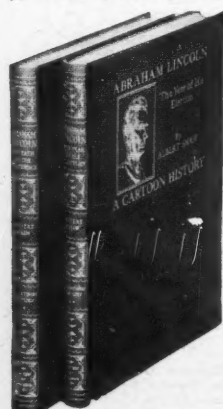
The second volume will not only please the statesman who cares to study in detail the events leading up to Lincoln's nomination, but the great host of Lincoln students over America will welcome a monograph on Lincoln's political success in 1860. To use the words of William Allen White, "Albert Shaw has written of one of the crucial moments of American life with intelligence, with fairness, and with infinite pains. He has added something real to the Lincoln story."

These volumes by one of America's best known publicists measure up to the standard of literary merit which one would anticipate. Josephus Daniels finds it to be "a vital moving story told without adulation, but with fidelity to the truth . . . it is enriched with the wisdom of the life and studies of the author with just appraisal and fairness, so that when one finishes reading, the books are laid aside with the feeling that in no other volume is that era quite so well portrayed."

With the number of Lincoln titles well past the thirty-five hundred mark it is refreshing to find a contribution which is something more than just another Lincoln book.

These volumes free to Review of Reviews Subscribers

THE REVIEW OF REVIEWS
55 Fifth Ave., New York City



I accept your offer to send me, absolutely free, the two big, new volumes on Abraham Lincoln, for 10 days' examination. If I decide to keep them I will pay only for a three-years subscription to the Review of Reviews (or Golden Book Magazine) at the regular subscription rate of a dollar a month for nine months. If I prefer to make one payment it will be only \$8.00.

Name

Address

R. R. 2-31

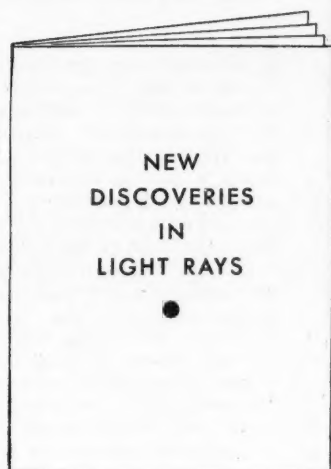
ABRAHAM LINCOLN 2 Volumes

His Path to the Presidency
The Year of His Election

By

ALBERT SHAW

The only way to appreciate these unusual volumes is to see them. Permit us to send them entirely without obligation or expense to you, for examination at your leisure. If you agree that they are the most attractive gift of the month of Lincoln's birthday, they are yours to keep by entering a three-years subscription to this magazine, or to the Golden Book, the great magazine of entertainment for intelligent people, young or old.



Presenting the story of "selective irradiation"

~a new development in foods

This scientific discovery was made in the Basic Science Research Laboratory of the University of Cincinnati. Its utilization by the public in food and other products will be made possible through an alliance between General Foods Corporation and the University of Cincinnati, to be known as General Development Laboratories, Inc.

Applications of the new discovery indicate far-reaching effects in the food industry. It can be used to add Vitamin D in definitely controllable quantities to many food and pharmaceutical products. It can

be used for sterilization in the prevention of food spoilage. Organisms causing fermentation, yeast moulds and similar foes to preservation of foods yield to the new light treatment methods.

The detailed story of "selective irradiation"—its discovery, its application, its possibilities—is told in a booklet just published, "New Discoveries in Light Rays." We believe this booklet will be of interest not only to the food industry, but also to the public generally. It will be sent free upon request.

Write to General Foods Corporation

DEPARTMENT 2-E

250 PARK AVENUE NEW YORK CITY



Maxwell House Coffee and Tea, Log Cabin Syrup, Jell-O, Certo, Post's Bran Flakes, Whole Bran, Minute Tapioca, Instant Postum, Hellmann's Mayonnaise Products, Walter Baker's Chocolate and Cocoa, Franklin Baker's Coconut, Calumet Baking Powder, Grape-Nuts, Sanka Coffee, Swans Down Cake Flour, Postum Cereal, Post Toasties, La France, Satina, Diamond Crystal Salt, Jell-O Ice Cream Powder

"Something More Than Just Another Lincoln Book"

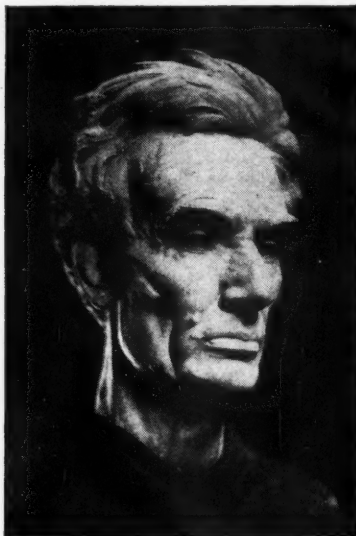
By Dr. Louis A. Warren

CONSIDERING the excellency of Albert Shaw's work observed in two volumes now before us, it appears that at last historians have qualified a writer who is capable of carrying on the story of Lincoln through the presidential years, that most neglected field in Lincoln literature. The late Senator Beveridge aspired to this task and laid an adequate foundation in his preliminary efforts, which were brought to an abrupt close by his untimely death; his discussion closed with the chapter on "The Great Debate."

Mr. Shaw has brought down the Lincoln story, which might be called a political history of America, contemporaneous with the days of Lincoln, to the inaugural address of 1861. We are now the richer by having an authentic and exhaustive history of that interval between the debates and the first inaugural. It is hoped that Mr. Shaw will find it convenient to complete the story of Lincoln in subsequent volumes.

The position which the author occupies as editor of the *Review of Reviews* invites a somewhat unusual method in reviewing his Lincoln publication. It might be called a review of the reviews of his book.

The illustrations which embellish the text are by far the most unique features of the publication and attract, naturally, the attention of the book reviewers who contribute to the daily press. Excerpts from some of the New York papers are typical of those to be found throughout the country. The *Times* states, "There is at least one cartoon on every page, most of them rare and unknown, and often derived from the most remote sources. The idea is so novel that this review will be devoted entirely to the cartoon motif and will pass by the text with the statement that it is a careful, impartial, and well written history." The



Herald Tribune believes that "the cartoon has an appeal all its own and the historian has been slow to recognize this fact." A *Post* headline announces that the book's "Drawings and Caricatures of the times make history graphic." The *World* feels that "so long as we have access to cartoons and caricatures we won't be making saints out of national heroes."

While the scholar will appreciate the illustrative features of the book, his final appraisal will more likely coincide with the findings of such men as: Nicholas Murray Butler, president of Columbia University, who calls it "a truly notable contribution to American history"; Edwin A. Alderman, president of the University of Virginia, who believes "these Lincoln books ought to make a swift and powerful appeal to thoughtful people everywhere, interested in the amazing career of Abraham Lincoln," and J. H. Kirkland, Chancellor of Vanderbilt University, who addresses the author in these words: "Your interpretation of history seems to me so fair and philosophical that I continually wonder at your skill."

While the entertainment feature afforded by the cartoon will please many, and the

This appreciation of Albert Shaw's new Lincoln volumes was published in the *Mississippi Valley Historical Review* for December, 1930. It was written by Dr. Louis A. Warren, himself the foremost living Lincoln authority.

contributions to contemporaneous American history in volume one will be welcomed as a valuable source of information, the statesman will be especially interested in the second volume. One admires a piece of work which is done so thoroughly that its very completeness discourages any further attempt to revise or enlarge upon it. "Abraham Lincoln; The Year of His Election" is such a book. Elihu Root congratulates Mr. Shaw on "rendering a very valuable service in collecting and preserving in available and permanent form really substantial material for the history of that critical period." Charles Evans Hughes regards the work as "an invaluable contribution to the understanding of Lincoln's career."

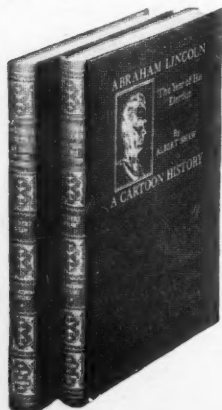
The second volume will not only please the statesman who cares to study in detail the events leading up to Lincoln's nomination, but the great host of Lincoln students over America will welcome a monograph on Lincoln's political success in 1860. To use the words of William Allen White, "Albert Shaw has written of one of the crucial moments of American life with intelligence, with fairness, and with infinite pains. He has added something real to the Lincoln story."

These volumes by one of America's best known publicists measure up to the standard of literary merit which one would anticipate. Josephus Daniels finds it to be "a vital moving story told without adulation, but with fidelity to the truth . . . it is enriched with the wisdom of the life and studies of the author with just appraisal and fairness, so that when one finishes reading, the books are laid aside with the feeling that in no other volume is that era quite so well portrayed."

With the number of Lincoln titles well past the thirty-five hundred mark it is refreshing to find a contribution which is something more than just another Lincoln book.

These volumes free to Review of Reviews Subscribers

THE REVIEW OF REVIEWS
55 Fifth Ave., New York City



I accept your offer to send me, absolutely free, the two big, new volumes on Abraham Lincoln, for 10 days' examination. If I decide to keep them I will pay only for a three-years subscription to the Review of Reviews (or Golden Book Magazine) at the regular subscription rate of a dollar a month for nine months. If I prefer to make one payment it will be only \$8.00.

Name

Address

ABRAHAM LINCOLN 2 Volumes

His Path to the Presidency
The Year of His Election

By
ALBERT SHAW

The only way to appreciate these unusual volumes is to see them. Permit us to send them entirely without obligation or expense to you, for examination at your leisure. If you agree that they are the most attractive gift of the month, they are yours to keep by entering a three-years subscription to this magazine, or to the Golden Book, the great magazine of entertainment for intelligent people.